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## MUSLIM-FRIENDLY TOURISM DATA CHALLENGES: AVAILABLE RESOURCES AND DEFICIENCIES

Müslüman-Dostu Turizm Veri Zorlukları: Mevcut Kaynaklar ve Yetersizlikler

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### ABSTRACT

The purpose of this research is to introduce national and international data sources related to Muslim-friendly tourism and review past studies. By doing so, this research aims to highlight the importance of addressing both the strengths and weaknesses of previous research on Muslim-friendly tourism and providing recommendations to stakeholders based on the findings. The research also includes a bibliometric analysis of national and international studies conducted on Muslim-friendly tourism between 2011 and 2021. Moreover, this research aims to contribute detailed information and suggestions to researchers interested in working in this field, thus making a valuable contribution to the literature. In this research, document analysis is utilized as the primary method of data collection. The findings indicate that the concept of Muslim-friendly tourism is still evolving, and there are relatively few qualitative and quantitative studies available under this topic. Furthermore, the quality and rigor of existing studies vary significantly, with some relying on subjective and anecdotal evidence rather than robust empirical data. Despite these limitations, the existing research demonstrates that Muslim-friendly tourism can make significant contributions to the tourism industry by offering services tailored to the unique needs and preferences of Muslim travelers. Therefore, this research provides a comprehensive analysis of existing research, emphasizes the current state of Muslim-friendly tourism research, and fills an important gap by offering practical recommendations to stakeholders for enhancing and promoting Muslim-friendly tourism initiative.

**Key words:** Muslim-friendly tourism, data challenges, travel preferences

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## Öz

Müslüman-dostu turizm ile ilgili istatistikler ve diğer verilere ulaşabilme noktasında ulusal ve uluslararası veri kaynaklarının tanıtılması, yapılan geçmiş çalışmaların incelenmesi bu bölümün amacını oluşturmaktadır. Böylelikle Müslüman-dostu turizm ile ilgili yapılan çalışmalar hakkında yeterli ve yetersiz kalan yönlerin açıklanması ve sonuçlar doğrultusunda paydaşlara öneriler sunulacak olması çalışmanın önemini ortaya koymaktadır. Çalışma kapsamında 2011-2021 yılları arasındaki Müslüman-dostu turizm ile ilgili yapılan ulusal ve uluslararası çalışmaların bibliyometrik analizi yapılmıştır. Ayrıca çalışma ile bilimsel olarak bu alanda çalışma yapacak olan araştırmacılara detaylı bilgiler ve öneriler sunulularak literatüre katkı sağlayacağı düşünülmektedir. Bu araştırma kapsamında ana veri toplama yöntemi olarak doküman incelenmesi yoluyla verilere ulaşılmıştır. Bulgular, Müslüman-dostu turizm kavramının gelişmekte olduğunu, bu başlık altında nitel/nicel yönlü oldukça az sayıda çalışma olduğunu ortaya koymuştur. Ek olarak, mevcut çalışmaların kalitesi ve sıklığı önemli ölçüde farklılık göstermektedir ve bazı çalışmalar sağlam ampirik veriler yerine öznel ve anekdotik kanıtlara dayanmaktadır. Tüm bu sınırlamalara rağmen, mevcut çalışmalar, Müslüman-dostu turizmde seyahat eden Müslümanların ihtiyaç ve tercihlerine uygun hizmetler sunarak turizm sektörüne önemli katkılar sağlayabileceğini göstermektedir. Bu nedenle, araştırmamız, mevcut çalışmaların kapsamlı bir analizini sunarak, Müslüman-dostu turizm üzerine yapılan araştırmaların mevcut durumunu vurgulayarak ve paydaşların Müslüman-dostu turizm girişimlerini geliştirmeleri ve tanıtmaları için pratik öneriler sunarak bu önemli boşluğu doldurmaktadır.

**Anahtar Kelimeler:** Müslüman dostu turizm, bibliyometrik analiz, tüketici tercihleri

## 1. INTRODUCTION

In a global context, travel and tourism not only create cultural connections but also contribute to the world's economic development as one of the largest economic driving forces (COMCEC, 2016). In recent years, the Islamic tourism industry has experienced significant growth within the broader tourism sector and has emerged as a crucial contributor to the national economy in the service industry (Aziz, 2018). Religion has played a vital role in shaping individual travel throughout human history (Laderlah et al., 2011). Notably, Islam has deep roots in the concept of tourism or travel, as one of the five pillars of Islam requires Muslims to perform Hajj, which is an invitation from Allah to travel to Mecca. During this journey, individuals can visit the historical sites related to Islam and its prophets. Similarly, Umrah also involves traveling in accordance with Islamic principles. It is mandatory for every Muslim to uphold Islamic values and principles while undertaking such journeys (Mujtaba, 2016).

The tourism industry uses various terms such as "Halal Travel", "Muslim-friendly", "Islamic tourism" and "Sharia-compliant" to define products and services targeted toward Muslim tourists (COMCEC, 2016). The term "Halal Tourism" is commonly used to express Muslim-friendly tourism (Göral, 2017). The Committee on Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC) has identified Muslim-friendly tourism (MFT) as equivalent to Halal Tourism. COMCEC defines it as "activities that cater to the faith-based needs of Muslim tourists who wish to adhere to their beliefs while traveling for a permissible purpose". MFT encompasses various services such as halal hotels, halal transportation (including halal airlines), halal restaurants, halal tour packages, and halal

financing (Zulkifli et al., 2011). As a result, halal tourism involves several interrelated sectors (Akyol & Kılınc, 2014).

The growth of the Muslim travel market has highlighted the significance of MFT in the tourism industry and has made it a crucial marketing topic (Duman, 2011). Essentially, MFT represents a niche market positioning that seeks to foster mutual visits among Muslim countries (Liu et al., 2018). Islamic tourism or MFT has rapidly transcended its niche position in the tourism sector and continues to expand in the service industry (Aziz, 2018). In terms of accommodation, numerous businesses now offer halal food services for Muslim tourists, while specialized establishments provide halal-certified foods, prayer areas, and separate entertainment facilities for men and women. Some hotels display qibla signs, prayer rugs, and copies of the Quran in their rooms. In the food and beverage sector, large restaurants and fast-food chains have started to provide halal food options, while specialized establishments have entirely shifted to halal kitchen practices, and some have obtained halal certification (Comcec, 2016).

The growth of the Muslim market is fueled by the rising interest in the MFT industry (Mohsin et al., 2016). In particular, the increased attention given to the halal concept has led to the emergence of MFT as a new concept. This has led to the emergence of new businesses that cater to Muslim tourists and an increase in academic studies on this topic. The interest in halal tourism has been increasing in tandem with the growth of Muslim tourists, which has outpaced the global tourism growth rate (Çetin et al., 2015). According to the Global Islamic Economy (GIE) 2017-2018 Report, travel spending amounted to about \$150 million in 2016, and it is projected to reach \$250 million by 2022 (GIE Report, 2017). MFT has had a significant impact on the growth of the global Islamic economy sector, as stated in the 2017 global economic report, due to its adherence to Islamic principles.

MFT has become a phenomenon in the tourism industry and research as awareness among Muslims who prefer this kind travel options has increased over time. However, when examining the literature, it can be seen that there are not enough studies on MFT. In this section, first, statistical information about MFT is provided, then information about national and international data sources is given for accessing other data, and past studies are examined to discuss the sufficient and insufficient aspects of the studies on MFT.

## **2. LITERATURE REVIEW**

In recent years, there has been a surge in the popularity of MFT, driven by the increasing demand among Muslim travelers for travel options that meet their specific needs and preferences. The global Muslim travel market is expected to reach a staggering 156 billion US dollars by 2026, as highlighted in the State of the Global Islamic Economy Report. The report emphasizes the importance of MFT as a key component of the Muslim travel market, projected to account for 29% of the total expenditure in this sector. In Turkey, which has a Muslim-majority population, MFT has been identified as a strategic area of focus for the country's tourism industry. The Turkish government has implemented various initiatives to promote MFT, including the introduction of halal tourism certification standards and the development of halal tourism destinations. These efforts have made Turkey a leading destination for Muslim travelers, with Istanbul ranking as the top destination for Muslim travelers globally, according to the Global Muslim Travel Index. Despite these developments, there is still room for growth in MFT both in Turkey and around the world. Many Muslim travelers still face challenges when traveling, including a lack of halal food options, inadequate prayer facilities,

and a lack of cultural sensitivity from service providers. As such, there is a need for further investment in MFT infrastructure and services to meet the growing demand from Muslim travelers. Overall, the potential for MFT is significant, both in Turkey and globally. With the Muslim travel market projected to continue to grow in the coming years, there is a great opportunity for countries and businesses to tap into this market by offering Muslim-friendly travel options that meet the specific needs and preferences of Muslim travelers.

Tourism is a prominent and significant leisure activity worldwide, providing a considerable source of economic revenue for numerous countries (Liu et al., 2018). The Muslim population is growing at a fast pace and is projected to reach 26% of the global population by 2030 (Lugo, 2011). According to the Pew Research Center, one-third of individuals born between 1990 and 2030 will be Muslim, thereby reaching a total of 2.2 billion Muslims by 2030. Consequently, the OIC member countries have an excellent opportunity to increase their market share and attract Muslim tourists by catering to their needs. Tourism is a prominent and significant leisure activity worldwide, providing a considerable source of economic revenue for numerous countries (Liu et al., 2018). The Muslim population is growing at a fast pace and is projected to reach 26% of the global population by 2030 (Lugo, 2011).

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The State of the Global Islamic Economy Report 2022, produced by Dinar Standard, a research firm specializing in the economies of the Islamic world, revealed that Muslim consumers spent around \$2 trillion in 2021 on lifestyle sectors such as food, clothing, tourism, and pharmaceuticals, which are influenced by Islamic ethics. It is projected that the annual growth rate of these expenditures, based on ethical consumption practices rooted in Islamic beliefs, will reach \$2.8 trillion by 2025, with an average annual growth rate of 8.9%. In 2021, Turkey advanced 7 spots in the Global Islamic Economy Indicator rankings to enter the top 5 countries. Malaysia, Saudi Arabia, the UAE, and Indonesia maintained their top positions, while Turkey made the largest improvement, ascending from 12th to 5th place. Turkey's leadership in the modest fashion, halal food, and MFT sectors, as well as its high innovation scores within the OIC, were major contributors to its rise in the rankings. In the sector index, Turkey ranked 3rd in halal food and Muslim-friendly travel, and 2nd in the modest fashion sector. Islamic financial assets worldwide are estimated to reach \$3.6 trillion in 2022. While approximately 66.4% of total investments made in Islamic economy-related companies are covered by Islamic finance transactions, 23.6% are in halal products (food, medicine, cosmetics, fashion), and 10% are in Islamic lifestyle (travel and media). According to the report, there are 35 key economic opportunities in 35 different areas in the economies of the Islamic world. The highlighted opportunity areas include manufacturing in regions close to neighboring country borders, travel technology investments, and halal and high-nutrient value foods (State of the Global Islamic Economy, 2022).

Some countries and sector representatives who want to benefit from the potential in the MFT market have started to offer unique and customized services that are compatible with Islamic beliefs in order to attract tourists who demand halal services. In parallel with this, some international indexes have been developed to comparatively analyze the MFT performance and attractiveness of countries (destinations) from various aspects, and annual reports have



started to be published. Several international organizations, including Reuters, Dinar Standard, and Master Card Crescent Rating, produce an annual report known as the Global Muslim Travel Index. These reports evaluate how well different destinations cater to the unique needs of Muslim travelers by assigning scores based on various criteria. The countries are then ranked according to their scores, resulting in an overall index. In addition, other organizations such as the Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation-COMCEC, release reports that examine the developments, opportunities, and challenges in the MFT tourism market. These reports provide valuable insights into the state of the industry and offer guidance for stakeholders looking to better serve Muslim travelers (Göral, 2017).

### 3. METHODOLOGY

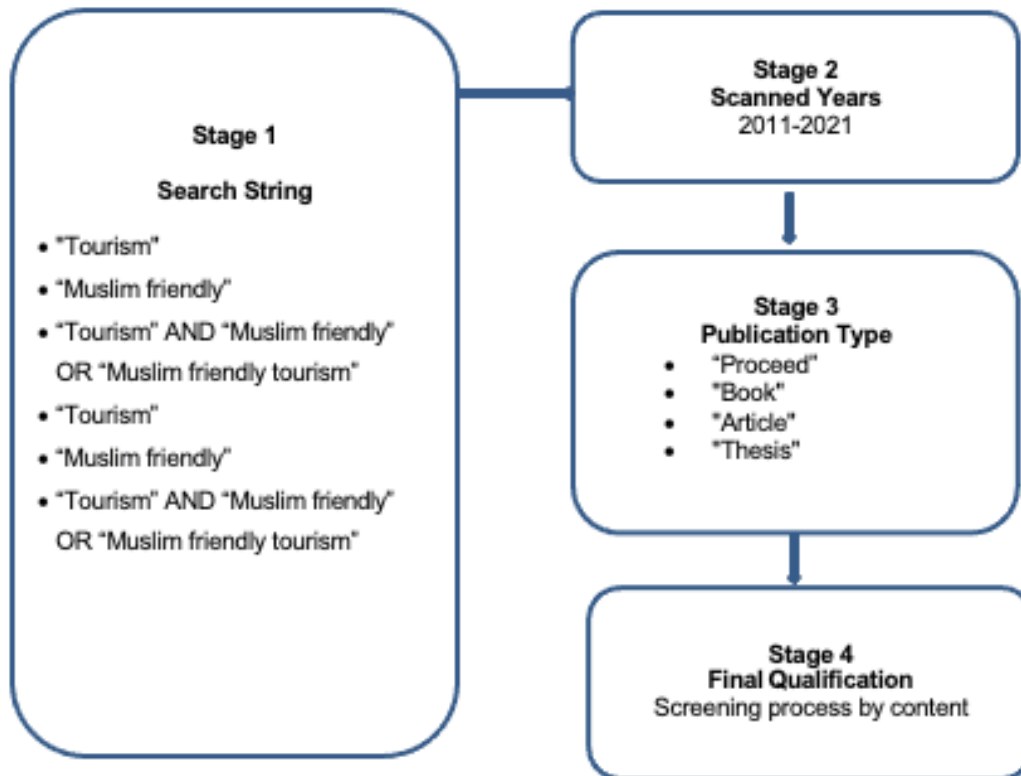
The aim of this section is to provide a comprehensive overview of the theoretical and empirical literature on the topic of Muslim-friendly tourism. To achieve this goal, a systematic document review method was employed to identify and analyze relevant articles. Various sources, such as theses, papers, books, articles, and reports, were searched through multiple databases, including ProQuest, Emerald Insight, Oxford Academic Journals, Google Scholar, Science Direct, Springer, and Wiley Online Library. This method ensured a thorough and rigorous search of the literature, allowing for a comprehensive analysis of the topic of Muslim-friendly tourism. A three-step Boolean search filtering method was used for the literature review of relevant publications. Boolean search is a structured literature search process that is performed by adding words such as "AND, OR, NOT" to restrict, expand, and define search results. Restricting the search engines can help to use the database more efficiently. To ensure that all search terms are included in the search, they can be associated with the AND operator to obtain clearer results (Aliyu, 2017). Therefore, the systematic literature search diagram adapted from Hasanah's (2020) study, shown in Figure 1, was used for the research. In the first stage, the AND and OR operators were used to direct the search towards the correct studies. Relevant publications were reached by using five search sequences;

"Tourism"

"Muslim friendly"

"Tourism" AND "Muslim friendly" OR "Muslim friendly tourism"

In the second stage, the years to be searched for the study were determined as the last 10 years, and only publications between 2011 and 2021 were focused on. Publications before 2011 and the year 2022 were excluded since 2022 has not ended yet. In the third stage, the types of publications to be searched were determined. Accordingly, books, conference papers, articles, and thesis were included in the study, and a separate filtering method was used for each search string to conduct the search. In the fourth stage, the publications were subjected to an elimination process based on whether they were suitable for the study by examining their titles and abstracts.



**Figure 1.** Systematic Literature Review Chart  
**Source:** Hasanah (2020).

#### 4. FINDINGS

In this section, firstly, studies on MFT among the obtained data are emphasized. Then, the obtained data is compiled by publication type and presented in tables. The aim of this section is to improvement preliminary information about studies related to MFT. The preliminary research phase is the data scanning phase conducted to understand how the subject is approached (Hasanah, 2020). In this context, publications with the titles and content related to MFT (book, article, thesis, and conference paper) are the focus of the study.

In the study, research published between 2015 and 2021 related to MFT was accessed. A literature review was conducted for titles believed to be related to the topic, resulting in a total of 141 publications, including 64 international articles, 6 national articles, 30 conference papers, 13 books, 23 theses, 4 websites, and 1 report. Tables were created for each publication type, providing information on the publication type, title, author(s), and year of publication. Next, a general evaluation was made based on the titles and abstracts of the publications.

The international journal publications related to MFT obtained through the literature review are presented in Table 1 in chronological order. Table 1 includes the international (English) publications with the title of MFT.

**Table 1.** International Publications

No	Title	Author	Year
1	Exploring challenges in providing Muslim friendly tourism services in akita prefecture	Salleh & Nor	2015
2	Muslim-friendly's homestay in Malaysia: issues and challenges	Rashidi et al.	2015

3	Measuring service quality of the Muslim friendly hotels in England and its impact on behavioral intention	Abdelkader	2015
4	Muslim friendly tourism: A discussion	Cetin & Dincer	2016
5	The growth of Muslim-friendly and halal tourism in inbound and outbound travel market	Som et al.	2016
6	Study on Muslim-friendly hospitality in Malaysia	Jaswir & Ramli	2016
7	Evaluation of turkey's Muslim-friendly tourism market potential with digitized swot analysis (a'wot)	Göral	2017
8	The effectiveness and outcomes of the Muslim-friendly medical tourism supply chain	Rahman & Zailani	2017
9	Tapping into the emerging Muslim-friendly medical tourism market: evidence from Malaysia	Rahman et al.	2017
10	The influence of availability of Muslim friendly facilities towards Indonesian Muslim tourist revisit intention to japan	Harani et al.	2017
11	Halal holidays: exploring expectations of Muslim-friendly holidays	Wingett & Turnbull	2017
12	Aida model, social media marketing and decision to patronize of Muslim friendly hotel: model aida, pemasaran di media social from keputusan untuk menginap di hotel mesra muslim	Idris & Abd Rahman	2017
13	The standard elements for muslim friendly accommodation premises	Safinee et al.	2017
14	Guest satisfaction and revisit intention of Muslim friendly hotels in Malaysia	Ma'asor et al.	2018
15	The roles of tour agencies in developing Muslim-friendly tourism packages and its implications to Malaysia	Kamarudin & Ismail	2018
16	Muslim friendly tourism: concept, practice, and challenges in Malaysia	Aziz & Hamiza	2018
17	What makes Muslim friendly tourism? An empirical study on destination image, tourist attitude and travel intention	Liu et al.	2018
18	The current state of Muslim-friendly tourism policies in non-Islamic countries: an exploratory study of Korea's approach	Eum	2018
19	Study on Muslim friendly spa: a conceptual framework	Jamaluddin et al.	2018
20	Analysis Muslim friendly tourism, living cost, culture from kur valuta asing terhadap minat wisatawan muslim dalam pengambilan keputusan untuk berkunjung ke jepang	Gibtiah et al.	2018
21	Hijabophobia: A closed eye challenge towards Muslim friendly hospitality services in Malaysia	Hasan & Fineli	2018
22	Exploring challenges in providing Muslim friendly tourism services in northern japan: a case study in akita prefecture	Salleh et al.	2019
23	Muslim-friendly hospital services framework	Jamaludin	2019
24	Assessment of agro-based homestay activities towards Muslim friendly tourism	Othman et al.	2019
25	Challenges in implementing Muslim friendly hospitality services (mfhs) in shariah- compliant hotels in Malaysia	Abd Razak & Joseph	2019

26	Exploring the elements of Muslim-friendly airline services	Harum et al.	2019
27	Study on Muslim-friendly ecotourism (mfet) in Karimunjawa islands	Safinee et al.	2019
28	Examining the importance of Muslim friendly facilities perceived by international muslim tourists to Malaysia	Yosuf et al.	2019
29	Investigation of Indonesian Muslim's dietary situations in Taiwan to explore the Muslim-friendly standards implementable in the non-Muslim society	Wang et al.	2019
30	Factors of Muslim-friendly amenities & lifestyle and service quality affecting halal travel intention to Indonesia	Rasyid & Dewi	2019
31	Repositioning of spa premises into the context of Islamic built environment and Muslim friendly attributes	Rashidi Othman et al.	2019
32	Global halal center-unissula mengabdikan untuk menyelamatkan umat melalui penyusunan instrumen muslim friendly	Suryono	2019
33	The effect of service quality on patient satisfaction and loyalty in Malaysia Muslim friendly hospital	Azman et al.	2019
34	Public diplomacy: a review of the implications of Muslim friendly Korea campaign for Indonesia	Yuliawati & Marlina	2019
35	Islamic-based public relations: implementation in Muslim-friendly hotels in Malaysia	Yusoff & Hassan	2020
36	Antecedents of word of mouth in Muslim-friendly tourism marketing: the role of religiosity	Abror et al.	2020
37	Sustainable, smart and Muslim-friendly tourist destinations	Cuesta-Valiño	2020
38	Exploring the predictors of prospective employees' job pursuit intention in Muslim- friendly hotels	Bogan et al.	2020
39	Muslim friendly facilities of the Indonesian hotel industry: a smart tourism approach	Ms et al.	2020
40	A conceptual framework of service quality and patient loyalty in Muslim friendly healthcare	Azman et al.	2020
41	Muslim friendly tourism and western creative tourism: the conceptual intersection analysis	Hasanah	2020
42	Muslim friendly service supply chain management (mfsscm), employees service behavior and Muslim friendly hotels (mfhs) service performance: a conceptual study.	Islam & Hamid	2020
43	Muslim-friendly railway services: concept and challenges of Malaysian electric train service (ets)	Halim et al.	2020
44	Service climate and service behavior to customer satisfaction: a multilevel study of Muslim-friendly hotel	Joseph	2020
45	Towards a Muslim friendly destination: halal certification and its imperative to hotel industry in south Korea	Ahmad Puad et al.	2020
46	Towards a Muslim friendly destination: halal certification and its imperative to hotel industry in south Korea	Abukhalifeh	2020
47	The importance of customers and employees in the Muslim-friendly hotels: a review and proposed model	Yusof et al.	2020

48	Muslim tourist behavior and intention to revisit non-Muslim countries: the role of Muslim-friendly tourism attributes	Hanafiah	2021
49	What determines Muslim-friendly tourism in Aceh?	Moses et al.	2021
50	Analysis of Muslim friendly tourism development in Indonesia	Santoso & Widyanty	2021
51	Key attributes of Muslim-friendly hotels' service quality: voices from booking.com	Arasli et al.	2021
52	Economic recovery in north Sumatra province after the covid-19 pandemic, through msme development and increasing Muslim friendly tourism	Yuliati et al.	2021
53	Study on Muslim friendly hotel in Malaysia: a conceptual framework	Hussain et al.	2021
54	Japan's challenges on Muslim friendly tourism to attract Muslim tourists 2013-2019	Kurniawan & Jatmika	2021
55	Muslim-friendly assessment tool for hotel: how halal will you serve?	Suci et al.	2021
56	Pengukuran prioritas pelayanan pada sektor pariwisata muslim friendly di taman wisata alam gunung papandayan garut	Fitra & Ceha	2021
57	Discourses of Muslim-friendly tourism (indonesia empirical cases)	Mahliza et al.	2021
58	Re-experience japan post covid-19 pandemic: the impact of muslim-friendly Japanese street food on Malaysian Muslims tourists behavioral intention	Maknu et al.	2021
59	Analysis of Muslim friendly tourism indicators toward the number of foreign tourist visitations	Asthu & Adwiyah	2021
60	Muslim friendly hotel (mfh) in Malaysia: Understanding the market	Mohd Azmin et al.	2021
61	Influence of Muslim-friendly facilities, prices, and locations on decisions to stay at three and four-star hotels in Mataram city	Hidayat et al.	2021
62	Muslim friendly hotel (mfh) in Malaysia: Understanding the market: hotel mesra Muslim di Malaysia: memahami pasaran	Azmin	2021
63	The relationship between consumer behavior and intention to patronize Muslim friendly spa among a community in kota bharu, kelantan	Saroni & Marican	2021
64	Potential and challenges: tourism stakeholders'perceptions towards Muslim friendly geotourism in langkawi ugpp	Safinee et al.	2021

As can be seen from Table 1 titled "International Journal Publications" above, a total of 64 international journal publications have been reached between 2015 and 2021. Within this scope, it is possible to say that most of the articles focus on Muslim-friendly tourism definition, improving tourism services, adapting to medical (health) tourism, increasing customer satisfaction, application difficulties in non-Muslim countries, adapting destinations to this tourism style, shaping service approaches for employees, and developing sustainable and eco-tourism opportunities within this tourism.

Based on the given titles, some of the areas that could be missing from the international articles are:

- The encounters and viewpoints of Muslim travelers in non-Muslim nations
- The economic ramifications of MFT on neighboring communities and economies.
- The convergence of gender and MFT.
- The function of governmental policies in encouraging and bolstering MFT.
- The obstacles and possibilities inherent in cultivating halal tourism in regions beyond Muslim-majority countries
- The potential for collaborations and partnerships between MFT stakeholders (e.g. hotels, travel agencies, local businesses) and non-muslim entities (e.g. governments, tourism boards, international organizations)

Domestic articles about MFT in Turkish and English languages, which were accessed through the literature review, Table 2 presents the information in a chronological order.

**Table 2.** Domestic Publications

No	Title	Author	Year
1	Müslüman dostu turizm: Bir tartışma	Çetin	2016
2	Türkiye'nin müslüman dostu turizm pazarı potansiyelinin sayısallaştırılmış swot analizi (a'wot) ile değerlendirilmesi	Göral	2017
3	Türkiye'de faaliyet gösteren müslüman dostu konaklama işletmeleri üzerine bir araştırma	Boyras & Mutluç	2017
4	Müslüman dostu turizm kapsamında mice turizm organizasyonlarının değerlendirilmesi	Şahin et al.	2017
5	Antalya'daki müslüman-dostu otel odalarında tasarımsal sorunlar ve çözüm önerileri	Durukan & Ozturk	2020
6	Helal medikal turizm ve müslüman dostu hastane uygulamalarının dünyadaki örnekleri üzerine bir çalışma	Turan & Erdem	2021

As can be understood from Table 2 titled "Domestic Journal Publications" above, a total of 6 national journal publications have been reached between 2016 and 2021. Within this scope, it is possible to say that the articles generally focus on discussing Muslim-friendly tourism, researching the market, adapting to medical (health) tourism, identifying customer demands, and shaping hotel design.

Based on the title "Muslim-Friendly Tourism Data Challenges: Available Resources and Deficiencies," the following areas may be considered as lacking in national articles:

- The availability and accessibility of data and statistics regarding MFT in Turkey.
- The absence of standardized practices and regulatory frameworks for MFT products and services in Turkey.
- The difficulties encountered in advertising and promoting destinations that cater to MFT in Turkey.
- The dearth of research conducted on the consequences of MFT for local economies, employment, and social advancement in Turkey.

- Insufficient analysis of the role of technology and digitization in enhancing (Baran, 2023) MFT services and experiences in Turkey.
- Lack of awareness and understanding among tourism stakeholders, including hotels, tour operators, and airlines, about the needs and preferences of Muslim travelers in Turkey.

The domestic and international conference proceedings on MFT, which were accessed through the literature review, Table 3 presents the information in chronological order.

**Table 3.** Domestic and International Proceedings

No	Title	Author	Year
1	Islamic tourism: sharing Malaysia's best practices on being the top Muslim friendly holiday destination	Said	2015
2	Muslim friendly tourism	Battout	2016
3	Muslim friendly tourism; best practices in non-Muslim countries	Battour	2016
4	Consumer protection in Muslim friendly travel agencies services	Ayob et al.	2016
5	Sharia compliant hospitality services or Muslim friendly hospitality services: searching for a balance	Ramli & Zawawi	2017
6	Muslim tourism: the tendency of Islamic traveling attributes from Malaysia perspective	Kamarudin & Ismail	2017
7	The meaning of Muslim-friendly destination: perspective of Malaysian and Korean scholars	Ruangnapakul	2017
8	Protecting cultural heritage as a Muslim friendly tourism product: case study	Azmi et al.	2017
9	Consumer redress mechanisms in Muslim friendly hospitality services in Malaysia: An introduction	Noor & Ramli	2017
10	Muslim friendly hospitality services: beyond providing halal food	Abas et al.	2017
11	Readiness of Malaysia's east coast as a Muslim friendly tourism destination	Ahmad Puad	2017
12	Türkiye'de Müslüman dostu turizm pazarının rekabetçiliğinin Porter'in elmas modeliyle incelenmesi	Tepeci	2017
13	Türkiye'nin Müslüman dostu turizm pazarı potansiyelinin sayısallaştırılmış swot analizi (a'wot) ile değerlendirilmesi	Göral	2017
14	Öğretim üyelerinin Müslüman dostu konaklama işletmelerine yönelik tutumlarının belirlenmesi: Afyon Kocatepe üniversitesi üzerine bir araştırma	Boyras et al.	2017
15	Müslüman dostu turizm kapsamında yerli turistlerin istek ve beklentilerini belirleme: İstanbul'da bir araştırma	Dincer et al.	2017
16	Significant overview of japan tourism: Muslim friendly destination and social media	Hasanah & Aaron	2018
17	Proposing a Muslim-friendly hospitality regulatory framework using systems approach	Sahir & Azizan	2018

18	A critical review of the Muslim-friendly hospitality services standard (ms 2610: 2015) in Malaysia	Amer Nordin & Abd Rahman	2018
19	Development of Muslim friendly tourism (mft) in Dhaka	Bhuiyan	2019
20	Adoption of shariah-based and Muslim friendly practices: a case study of selected medical tourism hospitals in Malaysia	Kadir	2019
21	Factors influencing the growth pf Muslim friendly hospitality services in Malaysia	Ramli	2019
22	Müslüman-dostu otel müşterilerinin helal konseptte ilişkin memnuniyet ve şikâyetleri: Alanya örneği	Bogan & Arica	2019
23	The readiness exploration of koh mak tourism industry to become a Muslim- riendly destination	Binprathan	2020
24	Community role in improving muslim-friendly value chain in covid-19 pandemic at geopark bayah dome tourism area	Santoso et al.	2020
25	Digital destinations in Muslim-friendly travel & tourism: turn your travel experience visions into reality and deliver content values	Ismail	2021
26	Terengganu and Kelantan states as potential muslim friendly destinations in Malaysia	Ruzulan et al.	2021
27	Media coverage on halal food and its impact on the promotion of Muslim friendly tourism	Janis & Zawawi	2021
28	An integrated online hub for Muslim friendly homestay operators in Malaysia	Mohd Said et al.	2021
29	Attitudes, subjective norms, and perceived behavior control factors influencing Muslim friendly spa visit	Marican et al.	2021
30	The relationship between consumer behavior and intention to patronize Muslim friendly spa among a community in kota bharu, Kelantan	Azahar	2021

As can be understood from the "domestic and international conference proceedings" table above in Table 3, a total of 30 conference proceedings were reached between 2015 and 2021, including 5 national and 25 international ones. In this context, the conference proceedings generally include studies on the application examples of MFT in non-Muslim countries, comparison of destinations implementing this tourism style, methods of determining consumer demands and preventing unfair practices by tourism agencies, how to adapt to medical (health) tourism, how to increase customer satisfaction, developing food and beverage options, creating service standards, implementing market mix, and preserving cultural heritage in the context of eco-tourism.

The titles provided suggest that domestic and international proceedings are deficient in research pertaining to the economic and statistical facets of MFT. For instance, there appears to be a lacuna in studies regarding the economic consequences of MFT on local communities, the measurement of consumer behavior, and the evaluation of supply and demand in the MFT market. Furthermore, there is a need for research that explores the formulation and execution of marketing strategies for promoting Muslim-friendly destinations and services, as well as



the appraisal of the efficacy of these strategies. Overall, the lack of research in these areas may limit the understanding of the potential economic benefits and challenges of MFT.

The domestic and international book publications on Halal Tourism obtained through the literature review are chronologically presented below in Table 4:

**Table 4.** Domestic and International Books

No	Title	Author	Year
1	Conceptual framework for shari'ah governance with special reference to the muslim friendly hotel sector in malaysia	Samori et al.	2016
2	Müslüman dostu turizm: İİT üyesi ülkelerde arz ve talep bileşenlerini anlamak	Isedak	2016
3	Müslüman dostu turizm: İİT üyesi ülkelerde konaklama tesislerine ilişkin düzenlemeler	Isedak	2017
4	Müslüman dostu turizm: islam ülkelerinde müslüman dostu ürün ve hizmetlerinin geliştirilmesi ve pazarlanması	Isedak	2018
5	Adoption of shariah-based and Muslim friendly practices: a case study of selected medical tourism hospitals in Malaysia	Kadir et al.	2019
6	Muslim-friendly hospitality: an overview of the emerging hospitality industry in Malaysia	Saint	2019
7	Pengembangan muslim friendly tourism dalam konsep pariwisata di pulau dewata	Suyatman et al.	2019
8	The Muslim-friendly option: Tunisia's (mass) tourism in times of crisis	Carboni & Perelli	2019
9	Attributes of Muslim-friendly hospitality service in a process-based model	Duman	2019
10	Muslim youths' satisfaction toward Muslim-friendly hotels: examining the effects of hotel image, brand image and employee performance	Abdul-Latif & Adnan	2020
11	Study on development strategies of Muslim-friendly tourism ecosystem	Santoso et al.	2021
12	Muslim friendly attributes as a new attraction in tourism accommodation premises industry	Rashidi Othman & Has Yun	2021
13	The pearl kuala lumpur expands its Muslim-friendly hospitality	Kaur	2021

Upon completion of the literature review, as illustrated in Table 4 titled "Domestic and International Book Publications," a total of 13 book publications were reached between 2016-2021, including 3 domestic and 10 international ones. It can be said that the book publications generally focus on the conceptual framework of MFT, introducing and standardizing service elements such as airlines and medical services, developing products and services and implementing marketing methods, determining the development strategies of this ecosystem, and promoting qualities such as Muslim-friendly hospitality.

Based on the title "Muslim-Friendly Tourism Data Challenges: Available Resources and Deficiencies," the following are the deficiencies or gaps in the Domestic and International Book Publications related to MFT:

- Limited geographical scope: Most of the resources listed are focused on Malaysia, with only one publication on Tunisia. Therefore, there is a need for more research and publications on MFT in other countries and regions.
- Lack of empirical studies: Many of the resources listed are conceptual or descriptive in nature and lack empirical data to support their claims. There is a need for more empirical studies on the actual demand for and supply of MFT services.
- Insufficient attention to customer perspectives: Some of the publications listed examine MFT from the perspective of the industry or regulators but do not sufficiently consider the perspectives of Muslim travelers themselves. Understanding the needs, preferences, and experiences of Muslim travelers is critical to developing effective Muslim-Friendly Tourism products and services.
- Limited discussion of challenges: Although the title of the list suggests that it is about challenges, many of the resources listed focus more on describing the concept of MFT and its potential benefits than on the challenges of implementing it. There is a need for more research on the practical challenges of implementing MFT, including issues related to infrastructure, logistics, and cultural sensitivities.
- Lack of diversity: The authors of the publications listed are predominantly from Malaysia, which may limit the diversity of perspectives represented. There is a need for more research from scholars and practitioners from a variety of cultural and national backgrounds to ensure that MFT is developed and implemented in a culturally sensitive and inclusive manner.

Table 5 presents a chronological list of domestic and international thesis publications on MFT obtained through a literature review:

**Table 5.** Domestic and International Thesis

No	Title	Author	Year
1	Establishing the concept of muslim friendly hotel in malaysia	Zulkifli	2014
2	The growth of muslim friendly and halal tourism in inbound and outbound travel market	Puad	2016
3	Upaya indonesia meningkatkan daya saing muslim friendly tourism (mft) diantara negara- negara oki	Komalasari & Afrizal	2017
4	Development of audit checklist for muslim-friendly hotels room	Saffinee	2017
5	The role of local authorities in governing muslim friendly sport facilities	bin Ibrahim	2017
6	Consumer protection in muslim friendly hospitality services with special reference to travel agencies services	binti Ayob	2017
7	Assessment of the inclusion of muslim friendly travel package by outbound tour agency in johor bahru	Ibrahim	2017
8	Consumer redress mechanism in muslim friendly hospitality services	Noor	2018
9	Muslim-friendly tourism: tendenza o opportunità di business?	Mouaden	2018

10	Upaya diplomacy publik jepang melalui program muslim friendly tourism untuk membangun citra positive jepang sebagai negara kunjungan wisata ramah muslim pada tahun 2013-2017	Rahadi	2018
11	Muslim friendly tourism branding in the global market	Eddahar	2018
12	Muslim friendly tourism and accommodation of malaysian hotel industries/turismo y alojamiento amigable para los musulmanes de las industrias hoteleras de malasia	Mahrinasari	2019
13	Muslim tourist perceived value on satisfaction in muslim-friendly tourism in kuala lumpur and melaka	Abdul Aziz	2020
14	Strategi jepang memanfaatkan muslim fiendly tourism untuk menarik wisatawan muslim tahun 2013-2019	Kurniawan	2020
15	Development of muslim friendly audit checklist for agro-based homestay spatial organization	Azman	2020
16	The influence of muslim-friendly attributes and digital media on malaysia's muslim-friendly destination image formation	Yusof	2020
17	Compliance with the malaysian standard for muslim-friendly hospitality services (ms 2610: 2015) requirements: a comparative study between selected islamic quality standard (iqs) awarded hotels in malaysia	Amer Nordin	2020
18	Landscape typology and design checklist of spatial organization and social interaction for the muslim-friendly cultural-based homestay	Azmee	2020
19	Muslim-friendly tourism of jeju island based on an exploratory study	Putri	2021
20	Framework for muslim friendly spa rating system	Jamaluddin	2021
21	The strategy of taiwan government to build muslim fiendly enviroentment	Mahendra	2021
22	Keptingan korea selatan terhadap wisatawan muslim asia tenggara melalui muslim friendly tourism policy (2016-2020)	Setyarini	2021
23	Strategi pemerintah jepang dalam mengoptimalkan kebijakan muslim-friendly tourism sebagai bentuk nation branding untuk menarik wisatawan muslim di asia tenggara tahun 2014-2019	Ridwan	2021

As can be inferred from Table 5 " Domestic and International Thesis Publications", domestic thesis has been written under the title of MFT between the years 2014-2021. However, a total of 23 international thesis publications have been reached. In this context, it can be said that the thesis publications generally cover the conceptual framework of MFT, the formation stage of the concept, the growth of the market, the establishment of the control system, the perspective of the local government, consumer protection for tourism agencies, the creation of business opportunities, branding, customer satisfaction, the use of the power of media in image building, the creation of design-service-quality service standards, contribution to eco- tourism, and branding efforts.

While the list of theses on MFT provides a broad range of topics, there are some potential deficiencies in the coverage. Some areas that are not fully addressed include:

- **Gender-specific requirements:** Although a few studies broach the subject of the needs of Muslim women travelers, there exists insufficient research on the distinctive needs and experiences of female Muslim travelers, particularly with respect to lodging, leisure activities, and security.
- **Destination-specific research:** Most of the papers focus on MFT in Malaysia and Indonesia, with limited research on other Muslim-friendly destinations. There is a need for more research on MFT in other countries, particularly in the Middle East and North Africa region.
- **Cross-cultural communication:** Many of the papers assume that travelers are Muslim and have a shared understanding of what constitutes MFT tourism. However, there is a need for research that explores cross-cultural communication and the challenges that may arise when catering to diverse Muslim communities.
- **Digital marketing and online reputation management:** While some papers touch on the role of digital media in promoting MFT, there is a lack of research on online reputation management and the use of digital marketing to attract Muslim travelers.
- **Sustainable tourism:** The focus of many papers is on the economic benefits of MFT. However, there is a dearth of research regarding the effects of tourism development on the environment and society in Muslim-friendly travel destinations. There is a need for more research on sustainable tourism practices in Muslim-friendly destinations.

Table 6 includes information on 4 web publications and 1 report that are considered to have news value and related to Muslim-friendly tourism, in addition to the literature review. The publications and report are listed chronologically in Table 6 and are all international.

**Table 6.** Websites and Reports

No	Title	Author	Year
1	Wonderful Indonesia Muslim friendly destination	Sofyan	2015
2	Halal tourism or Muslim-friendly tourism	Battour	2016
3	Thailand's Muslim-friendly destination strategy goes well beyond just tourism	Muqbil	2015
4	Indonesia's Lombok promotes itself as' Muslim friendly tourism destination	The Guradian	2015
5	Tourism bureau, republic of China (Taiwan) Muslim friendly environment related links	Bureau	2019

As can be inferred from Table 6 titled "Web Publications and Reports", a total of 5 publications and reports that are considered important between the years 2015-2019 have been reached. In this context, it can be said that these publications and reports are generally news and reports that are likely to contribute to the development of MFT. Based on the given titles, it appears

that there may be some deficiencies in terms of available resources on the following topics related to MFT:

- Challenges and limitations in the implementation of MFT initiatives.
- Consumer behavior and preferences towards MFT.
- Comparative studies on MFT destinations.
- Economic and social impacts of MFT on local communities.
- Technological advancements and innovations in MFT services.
- Best practices and strategies for developing and promoting MFT destinations.
- Policies and regulations governing MFT at national and international levels.
- Cultural and religious sensitivities in MFT.
- Marketing and branding of MFT destinations.
- Collaboration and partnerships between tourism stakeholders to enhance MFT offerings.

Based on the literature review conducted in this study, it appears that research on the concept of MFT gained momentum in 2014. It can be said that even today, MFT is considered a relatively new topic, which is integrated with the components of halal and Islamic tourism. Particularly, the limited number of national publications under the MFT topic indicates that the concept has not yet fully established. Publications under the MFT topic mainly focus on defining the concept and integrating it into the tourism industry.

The purpose of this section is to develop the scope of the MFT concept and to determine what national publications could be produced. To achieve this goal, the study utilized literature review and secondary data sources. In addition to the literature review, news and publications related to MFT were examined through relevant websites. The national reflections of MFT activities obtained from these reviews were also evaluated to provide a more comprehensive interpretation.

## 5. RESULT

Understanding the relationship between religion and culture, Islamic economy, the diversity of Muslim communities, the prejudices of the West, and the process of intercultural interaction is crucial for comprehending the MFT paradigm. Islam is not simply a matter of religious devotion, but rather a wide-ranging concept that includes the rules for living together within a societal and cultural framework. Therefore, the most fundamental characteristic that unites Muslims is their relationship with Islamic culture (Uddin- Shikoh-HTC 2014). When it comes to adapting services and products to the MFT segment, starting with adhering to Islamic principles is a starting point, and then the system can be tailored to various parameters that integrate with Islamic culture, depending on the selected target (El Shafaki-HTC 2014).

Integrating MFT products and services into tourism systems is considered an important issue, as it involves a process of intercultural integration with Muslim populations, which includes different ways of understanding lifestyles. Thus, it seems possible to facilitate the expansion and consolidation of the MFT approach in the global tourism market. In meeting the expectations for MFT in the current tourism market, there is a need to consider futuristic projections. Halal cuisine, Islamic tourism, and ethical finance represent significant concerns in the Muslim world. Considering all of these components under the MFT umbrella appears

to be attractive to non-Muslim countries. Maintaining leadership in the tourism industry and adapting to new market trends are crucial.

MFT is a growing industry, and research on this topic has been increasing in recent years. However, there are still several challenges in obtaining comprehensive data on MFT.

In terms of national and international thesis publications, while there are several studies on the concept of Muslim-friendly hotels, audit checklists for Muslim-friendly hotels, and consumer protection in Muslim-friendly hospitality services, there is still a lack of research on topics such as the impact of MFT on local communities, the role of cultural sensitivity in MFT, and the potential for sustainable development in this industry.

As for websites and reports, there is a scarcity of resources accessible on MFT. Despite certain nations' efforts to create advertising tactics and initiatives to publicize themselves as Muslim-friendly travel spots, there exists a dearth of consistent information and statistics concerning what defines MFT. Furthermore, there is a need for more research on the experiences of Muslim travelers, including their preferences and priorities when it comes to choosing Muslim-friendly destinations, accommodations, and activities.

Overall, it is clear that there is a need for more comprehensive research and data on MFT. This includes not only quantitative data on the size and growth of the industry but also qualitative data on the experiences of Muslim travelers, the impact of this industry on local communities, and the potential for sustainable development. By addressing these research gaps, policymakers and tourism stakeholders can make more informed decisions and better cater to the needs and preferences of Muslim travelers.

This study aimed to identify potential contributions towards the formation of a global MFT vision. However, it is equally important to fulfill the requirements of MFT, and this can only be achieved through the joint mission of both the public and private sectors. To this end, a foundation must be established for designing and creating Muslim-friendly initiatives. Researching MFT segment-specific strategies and shaping them based on the results is one of the most important steps in building a strong foundation. In this context, national/international studies must be conducted in a multifaceted manner and should be of a quality that reveals MFT needs. The exploration of experiential tourism products and next-generation virtual reality technologies in the Metaverse framework in line with the MFT concept is considered to be a significant step in addressing a major gap.

Based on the analysis of available resources and deficiencies in MFT data, several areas of research can be identified that would help to address some of the gaps and challenges in this field.

- **Standardization of Terminology:** One important area for further research is the standardization of terminology and definitions related to MFT. This could include the development of a common vocabulary for key concepts such as halal, Islamic tourism, and MFT, as well as the establishment of standardized criteria for evaluating destinations, accommodations, and services.
- **Market Segmentation:** Another important area for research is the identification and analysis of different market segments within the MFT market. This could involve studying the motivations, preferences, and behaviors of different types of Muslim travelers, including families, couples, and solo travelers, as well as those who are

primarily interested in religious tourism versus those seeking more mainstream leisure activities.

- **Destination Competitiveness:** Research could also focus on the factors that contribute to the competitiveness of MFT destinations, including the availability of halal food, prayer facilities, and other services, as well as the quality of accommodations and attractions. This could involve comparative analysis of different destinations and regions, as well as the identification of best practices for destination management and marketing.
- **Technology and Innovation:** Technology and innovation also play an important role in MFT, and research could focus on how digital platforms and other technological solutions can be used to improve the quality and accessibility of services and information for Muslim travelers. This could include the development of mobile apps, online booking systems, and other tools to help Muslim travelers plan their trips and navigate new destinations.

In summary, future research on MFT should aim to address the gaps and deficiencies in available resources by focusing on the standardization of terminology, market segmentation, destination competitiveness, and technology and innovation. Tackling these concerns can assist scholars in enhancing the caliber and availability of MFT information, as well as fostering the advancement and progression of this crucial segment of the worldwide tourism trade.

So, there are several technological-based academic research ideas that can be explored in the context of MFT:

- **Development of Mobile Applications:** Mobile applications can be developed to provide Muslim travelers with comprehensive information on destinations that are suitable for them. The app can include information on halal restaurants, mosques, prayer timings, and other Muslim-friendly facilities.
- **Use of Augmented Reality:** Augmented Reality (AR) can be used to enhance the Muslim traveler's experience by providing them with a virtual tour of a destination's Muslim-friendly facilities. AR can also be used to provide translation services for signage and menus.
- **Integration of Artificial Intelligence:** Artificial Intelligence (AI) can be used to personalize the Muslim traveler's experience by providing recommendations based on their preferences and travel history. AI can also be used to analyze travel patterns and preferences to better understand the Muslim travel market.
- **Online Booking Platforms:** Online booking platforms can be developed to cater to the specific needs of Muslim travelers. These platforms can include information on halal food options, prayer facilities, and other Muslim-friendly amenities.
- **Virtual Reality Tours:** Virtual Reality (VR) can be used to provide Muslim travelers with a virtual tour of destinations and accommodations that are suitable for them. This can help them make informed decisions and plan their trips more efficiently.

The use of technology can greatly improve the Muslim traveler's experience and provide valuable insights into the MFT market. If properly utilized, technology has the potential to revolutionize and advance the MFT industry, ultimately leading to greater economic benefits

and cultural exchange. Overall, these technological-based academic research ideas can help enhance the quality and availability of MFT information, while also fostering the advancement and progression of this important segment of the global tourism industry.

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## Arşiv

2023

Cilt: 6 Sayı: 2 **Ensal Sayı**  
29.12.2023Cilt: 6 Sayı: 1  
18.07.2023

2022

Cilt: 5 Sayı: 1-2  
29.12.2022

2021

Cilt: 4 Sayı: 2  
23.12.2021Cilt: 4 Sayı: 1  
15.06.2021

2020

Cilt: 3 Sayı: 2  
23.02.2021Sayı: 5  
11.10.2020

2019

Sayı: 4  
26.12.2019

- Dergi Ana Sayfası
- Hakkında
- Amaç ve Kapsam
- Makale Gönder
- Dergi Kurulları
- İstatistikler
- Yazım Kuralları
- Etik İlkeler ve Yayın Politikası
- Ücret Politikası
- Dizinler
- Arşiv
- İletişim
- Telif hakkı Devir Formu

2022

Cilt: 6 Sayı: 1  
18.07.2023

2022

Cilt: 5 Sayı: 1-2  
29.12.2022

2021

Cilt: 4 Sayı: 2  
23.12.2021Cilt: 4 Sayı: 1  
15.06.2021

2020

Cilt: 3 Sayı: 2  
23.02.2021Sayı: 5  
11.10.2020

2019

Sayı: 4  
26.12.2019Sayı: 3  
26.06.2019

2018

Sayı: 2  
20.12.2018Sayı: 1  
3.06.2018

- Dergi Kurulları
- İstatistikler
- Yazım Kuralları
- Etik İlkeler ve Yayın Politikası
- Ücret Politikası
- Dizinler
- Arşiv
- İletişim
- Telif hakkı Devir Formu