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Halal Tourism in Bangladesh: An Empirical Study

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PhD dissertation on
Halal Tourism in Bangladesh: An Empirical Study

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This thesis is submitted for the Degree of

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Dedication

Dedicated to my beloved PARENTS

Declaration

This thesis entitled "*Halal Tourism in Bangladesh: An Empirical Study*" has not been submitted before for the award of any other degree or diploma in any university. To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgement has been made. All the sources I have used or quoted in this thesis have been acknowledged providing with proper references.

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Certificate

This is to certify that **Md. Sohel Rana** worked under our supervision as PhD Fellow, Session: 2017-2018, Roll No: 1810135501, Department of Marketing, Faculty of Business Studies, University of Rajshahi, Bangladesh. It is our great pleasure to forward his thesis entitled **Halal Tourism in Bangladesh: An Empirical Study** which is a record of exclusive research carried out at Department of Marketing, University of Rajshahi. This work is original and has not been submitted so far in part or in full, for the award of any degree or diploma by any other institute in home or abroad. It is mentioned that **Md. Sohel Rana** has fulfilled all the requirements for submission of the thesis for the award of the degree of **Doctor of Philosophy** in Marketing.

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Abstract

The purpose of the research was to understand the prospect of Halal tourism development with its barriers and ways to overcome the barriers to develop Halal tourism in Bangladesh. Thus, the thesis objectives were to explore the prospects of Halal tourism, to reveal the barriers that hinder the development of Halal tourism and to find out some potential ways to overcome the barriers from the perspective of tourists as well as management practitioners for developing Halal tourism in Bangladesh.

The theoretical approach in this thesis was based on the interpretive social science research paradigm, an approach that helped the researcher to have a deeper understanding of the complex respondent's world and present a realistic view of the phenomenon in Bangladesh. Selection of study sites and collection of data were important factors in compliance with the theoretical approach adopted in the thesis. Five study sites were selected in areas where most of the tourist destinations of our country as well as Islamic sites are available.

Semi-structured interviews are the main data collection method adopted in the study. In addition, grey literature and observation helped the researcher find important information related to the study questions and a snowball sampling technique was applied in order to reach the research participants. As initial reference points, several government organizations, Bangladesh Tourism Board (BTB), Bangladesh Parjatan Corporation (BPC) and private tourism organizations were selected as they were working currently for tourism development in Bangladesh. A total of 36 interviews were conducted, by which stage interview information had reached a saturation stage.

By means of an analytical approach, the interviews were transcribed and interview transcripts returned to participants for reading. Modifications were requested where participants thought they were necessary in order to ensure the validation of the original responses. The entire processes facilitated enhanced the validity of the research work. Thematic analysis was carried out in order to analyze the data which were collected from the research participants. Themes and sub-themes from the responses were developed manually.

The information collected through in-depth interviews and researcher observation put the strong basis that there is enormous prospects for Halal tourism development in Bangladesh. These include growth of Muslim visitors arrival, host country of annual Biswa Ijtema, growth of global Halal tourism market, abundance of Halal food and beverage, availability of

praying facility, awarded Dhaka as Organization of Islamic Cooperation (OIC) city of tourism for 2019, Islamic stability and safety of the country, numerous Islamic heritage sites, world largest sea beach, Dhaka as capital of mosques, world largest mangrove forest, availability of Ramadan services and many more.

Conversely, there are some barriers for Halal tourism development in Bangladesh. These include diverse understanding on Halal tourism, absence of promoting Halal food and beverage, security concerns, improper dress code, problem at proper accommodation, free mixing, conventional airlines/transportation, common tour packages and entertainment, insufficient budget for tourism, no Halal certification authority, lack of infrastructural and logistics supports, scarcity of educational and training institutions, lack of managerial efficiency, lack of cooperation, lack of coordination and integration among stakeholders and so on. As a result, the Halal tourism development process in Bangladesh is being hindered.

There are some potential ways to overcome the above barriers for developing Halal tourism in Bangladesh. These include adequate publicity of Halal assurance, ensuring security and safety, acceptable dress code, suitable accommodation, controlling the free mixing, upgraded Muslim friendly airlines/transportation, Halal tour packages and entertainment, interest free loan, sufficient tourism budget, Halal certification authority, establishing coordination, infrastructural development and others. In this regard, the stakeholders can play primary and secondary roles in certain areas to overcome the barriers in order to develop Halal tourism in Bangladesh.

As for the quantitative part of the study, the researcher have used descriptive statistics that involved frequency tables, mean and standard deviation by SPSS and MS Excel software for quantitative data analysis. The SERVQUAL model was used to analyze Muslim tourists' expectations and their perceptions on the quality of service in Halal tourism perspective.

List of Acronyms and Abbreviations

ADB	Asian Development Bank
ASEAN	Association of Southeast Asian Nations
BBS	Bangladesh Bureau of Statistics.
BIBF	Bahrain Institute of Banking and Finance
BPC	Bangladesh Parjatan Corporation
BTB	Bangladesh Tourism Board
COMCEC	Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation
FDI	Foreign Direct Investment
GCC	Gulf Cooperation Council
GDP	Gross Domestic Product
GMTI	Global Muslim Travel Index
HCA	Halal Certification Authority
HRC	Halal Research Council
HTAA	Halal Tourism Accreditation Australia
HTF	Halal Travel Frontier
ICHTO	Iran Cultural Heritage, Handcraft and Tourism Organization
ICCI	Islamabad Chamber of Commerce & Industry
ICCV	Islamic Coordinating Council of Victoria
ICEM	International Centre for Environmental Management
ICT	Information and Communications Technology
ICTM	Islamic Conference of Tourism Ministers
IDB	Islamic Development Bank
IFB	Islamic Foundation of Bangladesh
IT	Information Technology
ITC	Islamic Tourism Centre
JAKIM	Jabatan Kemajuan Islam Malaysia
MICE	Meetings, Incentives, Conferences and Events
MNE	Multinational Enterprises
MOCAT	Ministry of Civil Aviation and Tourism
MUI	Majelis Ulama Indonesia

NHTTI	National Hotel and Tourism Training Institute
NGO	Non-Government Organization
NTO	National Tourism Organization
OIC	Organization of Islamic Cooperation
PBUH	Peace Be Upon Him
RTR	Ramadan Travel Report
SAARC	South Asian Association for Regional Cooperation
SCTH	Saudi Commission for Tourism and National Heritage
SESRIC	Statistical Economic and Social Research and Training Centre for Islamic Countries
SPSS	Statistical Package for Social Science
SWT	Subhanutayala
TIA	Travel Industry Association of America
TTCR	Travel and Tourism Competitiveness Report
TTG	Travel Trade Gazette
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
WEF	World Economic Forum
WTM	World Travel Market
WTTC	World Travel and Tourism Council

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Thesis Related Publications

1. **Rana, M. S.,** Islam, M. F. and Saha S. K. (2019). Barriers for Developing Halal Tourism in Bangladesh: An Empirical Study. *Journal of Business Studies*, Vol. 12, No. 1, PP 186-194.

2. **Rana, M. S.,** Islam, M. F. and Saha S. K. (2018). Halal Tourism Development in Bangladesh: The Conceptual Issues. *Journal of Business Studies*, Vol. 11, No. 2, PP 37-46.

3. **Rana, M. S.** (2017). Branding Islamic Heritage to Promote Tourism in Bangladesh. *IOSR Journal of Business and Management (IOSR-JBM)*, Vol. 19, Issue 7, PP 36-40.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Islam alternatively called a complete way of life highly inspires travel. Islam is a faith that is influential in all parts of life of Muslims such as finance, education, travel, and dressing (Vargas & Moral, 2019). Therefore, the effects of Islam have been broadly observed in travel and tourism industries in current ages. Islamic doctrine encourages Muslims to travel (Razak, Hall & Prayag, 2020). Muslims usually reflect themselves nearer to Allah Subhanutayala (SWT) while traveling and prayers are regarded more effective while traveling than when presented at home. Muslims are obsessive travelers not only for spiritual purpose but also in terms of commercial purpose, medical purpose, visiting friends and relatives and so on. Muslims have distinctive behaviors when it comes to the food they consume, accompany they keep and the actions they carry out (Olsen & Timothy, 2006).

The tourism and travel industry continues to grow rapidly in connection with meeting the needs and expectations of people. According to the report of the World Travel and Tourism Organization in 2020, the tourism and travel industry provided employment for 330 million people, while contributing 10.3 percent of the world Gross Domestic Product (GDP) (WTTC, 2020). The tourism sector has become a crucial sector with the fact that it provides employment opportunities with less investment compared to other sectors of the industry and provides foreign currency input to the domestic economy. The number of people participating in the world tourism movements increases each year and the expectations of the tourists change. The number of tourists participating in international tourism movements grew by 4 percent in 2019 compared to the previous year and reached 1,500 billion (UNWTO, 2020). In line with the expectations of the tourists, there are also variations in goods and services offered for the tourists. Halal tourism is one of them.

Travelling and adventure are particularly endorsed through the holy Qur'an. Allah (SWT) requested us to journey through the world to take the learning from His advent that He gives to us in His kindness (The Qur'an, 2004, 29:20). It is a well-hooked up truth that faith has have an impact on at the everyday doings of Muslims, whether or not at home or visiting, and for this reason it forms the selection of a destination for optional functions and what is done on the destination (Jafari & Scott, 2014). Islam acknowledges people's suitable to travel from one location to different and inspires visiting for useful functions inclusive of Hajj and Umrah (actually the better and slighter pilgrimages, correspondingly), fitness and medication, education, business, trade, leisure, and a laugh. However, phrases like "a laugh" and "leisure"

need to be understood with warning as Muslims are permitted to be searching for a laugh and leisure handiest in a manner that does not cross passed the regulations and duties of Islamic Shariah (Sanad, Kassem & Scott, 2010).

Tourism has turn into an imperative cause of income for lots of states in today's globalized world, where interconnectivity has made travel a part and parcel of daily life. For decades, the Halal tourism idea has been accepted. As already established, the Halal tourism example that is Hajj, any Muslim who has reached the age of adolescence and is of sound mind is required to perform Hajj at least once in his or her lifetime if he or she is physically capable and financially able to do so (Jafari & Scott, 2014). In addition to the mandatory spiritual travel by Muslims, Muslim travelers often travel for leisure and working purposes. Halal tourism is a modern concept that refers to tourism focused on ethical codes and Islamic lessons. Therefore, in order to cater to this competitive and evolving market, there is a requirement to improve customized Halal tourism products and services.

1.2 Research Background

The number of Muslim population is 25.13 percent in 2020 and is expected to hit 33.14 percent by 2075, since Islam is the second biggest religion with a stable growth of adherents (Kettani, 2010). In 2020, the Muslim travel market is on track to continue its rapid progress to hit United States Dollar (USD) 220 billion (GMTI, 2018). Travel and Tourism's direct contribution to GDP is anticipated to rise by 4.5 percent annually to USD 344.8 billion (3.4 percent of GDP) by 2028 (WTTC, 2016). In 2018, 2.7% of total employment was generated by Travel and Tourism in Organization of Islamic Cooperation (OIC). This includes jobs in hotels, travel companies, airlines and other transport facilities for travelers. It also involves, for instance, the practices directly funded by visitors in the restaurant and leisure industries. Travel and Tourism will directly account for 22,530,000 workers by 2028, an increase of 3 percent over the next 10 years (WTTC, 2018).

According to Pew Research Center (2017), Halal tourism can be persevering with as worthwhile business due to the records from the demand side. The Muslim populace is still the quickest developing spiritual section with inside the creation. It is predicted to frame 26 percent of the world's populace via way of means of 2030. By 2050, this Muslim populace growth can be quicker than the world's populace as a whole (Pew Research Center, 2017). According to Global Muslim Travel Index (GMTI) (2017), there may be a persevered growth with inside the center magnificence populace in nations with massive Muslim populations

consisting of the Gulf nations, Indonesia, Turkey and Malaysia. Muslims also are the youngest section among all different fundamental spiritual sections with an average age of 23 years vintage in 2010 (Pew Research Center, 2017). This millenarian technology is determining the upcoming travel industry via their sturdy standpoints and particular buying behaviors globally (Shafaei & Mohammed, 2015). Growing readiness of Muslim pleasant journey offerings and centers is likewise with inside the advantageous pathway. With the growing increase of the Muslim travel market, greater businesses and destinations are actually getting into the industry to serve the desires of Muslim tourists via way of means of adjusting their products and offerings. The growth in those Muslim friendly services constructs a righteous cycle, developing greater possibilities for Muslims to travel globally (Shafaei & Mohammed, 2015). With the bulk of Muslims demonstrating developing economies consisting of Indonesia, Malaysia, Turkey and economies with inside the Gulf Cooperation Council, Halal tourism is projected to develop rapidly. Readiness of business possibilities, particularly in growing nations, draws a massive quantity of business tourists. Halal tourism has additionally visible increase contributed via way of means of the Meetings, Incentives, Conferences and Events sector. No suspicious, Bangladesh may be one of the pinnacle receivers from this sector.

The Muslim population is roughly 148 million and Bangladesh is the fourth biggest population in the Muslim world (Worldatlas, 2019). As in Indonesia, Malaysia, Bangladesh is also a tourist center of Halal tourism. The sole National Tourism Organization (NTO) in Bangladesh is the Bangladesh Parjatan Corporation (BPC). After its independence, the NTO has functioned under the patronage of the Ministry of Civil Aviation and Tourism (MOCAT), concerned about tourism issues in Bangladesh. One of the major functions of NTO is to promote tourism.

Since Halal tourism is one of the world's fastest rising phenomena, the researcher has been inspired by this opportunity to consider it as the subject of my thesis. While numerous studies on cultural, ethnic or rural tourism have been carried out in Bangladesh, hardly any have concentrated on Halal tourism. It's therefore an effort to fill the gaps. However in Bangladesh, growing consideration is being paid to the prospect of Halal tourism.

1.3 Statement of Research Problem

One of the significant issues which is seldom discussed in the tourism arena of Bangladesh is Halal tourism. When many Muslim countries like Malaysia, Indonesia and others gain huge

economic and employment progress with Halal tourism industry, but still Bangladesh has no awareness program about Halal tourism and also no certification authority in this perspective. Facts show that Muslims as potential customers constitute a global market of approximately 230 million travelers by 2026 (GMTI, 2019). To attract these potential visitors it is very imperative for any country to know the proper understanding of Halal tourism from the perspective of tourists as well as from the perspective of management practitioners and try to bridge the gap. The clarification about the statement of research problem will be noticed after reviewing the literature at the end of chapter two under research gap headline.

1.4 Study Sites

Nowadays Halal tourism is the fast developing segment of tourism in the globe. Due to the competitive and emerging demand of Halal tourism products and services, many Muslim countries even some non-Muslim countries such as Australia, Taiwan, Korea, Japan, and New Zealand also cater explicitly to this tourism segment (Law, 2013). Through facilities, infrastructure, and tourism products and services this tourism segment meets the needs of Muslim tourists. In both Muslim and non-Muslim countries the development of Halal tourism is possible with the proper use of opportunities and potential (Samori, Salleh & Khalid, 2016).

Mohsin, Ramli and Alkhulayfi (2015) highlighted growing understanding of the demand for Halal tourism and recognized the basic needs of tourists in this segment of tourism. Due to tourist demand and satisfaction many activities and services of Halal tourism are becoming famed and widespread in the tourism industry. As 'Muslim friendly destinations' to draw Muslim visitors some Muslim countries highlight their tourism destinations (Battour & Ismail, 2016).

Bangladesh has a host of natural wonders that give great value for tourist attractions, such as beaches, lakes, rivers, hills, forests, wildlife, tribal life, archaeological sites, historic sites, religious and cultural heritages, and handicrafts. Tourism at Sundarbans, hill forests (Sylhet, Chattogram, Chattogram Hill Tracts and Cox's Bazar), wildlife sanctuaries, national parks, game reserves, safari parks, eco-parks, water bodies (different haors, baors, lakes and rivers), islands (e.g. Saint Martin's, Kutubdia, Sonadia, Nijum Deep etc.), various renowned mosques (e.g. Sixty Dome Mosque, Baitul Mukaram Mosque, Shahi Mosque, Binot Bibir Mosque, Chak Mosque, Seven Dome Mosque, Tara Mosque etc.) various shrine of Muslim scholars (e.g. Shrine of Shah Sultan, Shrine of Shah Mukhdum, Shrine of Khan Zahan Ali etc.) are the

potential tourism destinations in Bangladesh. These facts and aspects can make Bangladesh a widespread tourists' destination in the world (Bhuiyan, 2015). The socio-economic, cultural and ethnic events of Bangladeshi peoples are an awful lot inclined by way of the practice of Muslim subculture (Roy & Mallika, 2016). This land is the host of the second greatest Muslim congregation each year (Opu, 2018). Peoples from just about all countries of the world travel Bangladesh to join "Biswa Ijtema" that commonly held throughout January every year (World Bulletin, 2015).The country can grow to be a worthwhile Halal tourism destination to the Muslim travelers of the world.

Though this research is to investigate the prospect of Halal tourism development in case of whole Bangladesh, but still there needs study sites for investigation. Following are the selected study sites for this study including some of their remarkable destinations and sites:

1.4.1   Study Site 1: Dhaka

Bishwa Ijtema Field, Baitul Mukaram Mosque, Shrine of Shah Ali, Shahi Mosque, Binot Bibir Mosque, Chak Mosque, Seven Dome Mosque, Tara Mosque, Shrine of Isha Khah, One Dome Mosque, Bandar Shahi Mosque, Shrine of Bibi Marium, Atia Mosque, Shrine of Shah Adam, Lalbagh Fort, Bhahudar Shah Park, Ahsan Manzil Museum, Curzon Hall, Dhaka Zoo, National Museum, Botanical Garden, Central Shahid Minar, Suhrawardy Uddyan, Ramna Uddyan, Banga Bhaban, Jatiyo Sangsad Bhaban and many more.

1.4.2 Study Site 2: Chattogram

Sharine of Byazid Bostami, Ulchapada Mosque, Shrine of Mahmud Shah, Madda Khah Mosque, Shrine of Shahrasti, Three Dom Mosque, Shrine of Amanat Shah, Shrine of Dadar Awlia, Oli Khah Mosque, Andarkilla Shahi Mosque, Hamzar Mosque, Shah Suja Mosque, Shrine of Pagla Miah, Mohammad Ali Mosque, Chatgazi Mosque, Tita Khah Mosque, Motka Mosque, Bozra Shahi Mosque, Cox's Bazar, World War II Cemetery, Foy's Lake, Sitakund, Kaptai and others.

1.4.3 Study Site 3: Sylhet

Holy Shrine of Hazrat Shah Jalal, Holy Shrine of Hazrat Shah Paran, Baniachong Puranbag Mosque, Shrine of Nasir Uddin, Shrine of Shah Mustofa, Shelboros Mosque, Shahi Eid Field, Tea Plantation, Madhabkunda Waterfall, Sunamganj Haors, Lawachhera National Park, Satchhari National Park and many more.

1.4.4 Study Site 4: Rajshahi

Shrine of Shah Sultan, Small Sona Mosque, Shrine of Mohiuddin Jahangir, Khonjon Digir Mosque, Donai Chak Mosque, Chamcika Mosque, Three Dome Mosque, Shrine of Shah Naimotullah, Shrine of Nimai Pir, Vathara Mosque, Chatmohor Mosque, Somaj Shahi Mosque, Shrine of Shah Mukhdum, Baga Mosque, Two Dome Kismot Mosque, Shrine of Shah Sultan, One Dome Ruipara Mosque, Bagdani Mosque, Three Dome Vagna Mosque, Mahasthangarh, Natural Silk Producing Centre, Varendra Research Museum, Dighpatiya Rajbari, Paharpur and others.

1.4.5 Study Site 5: Khulna

Sixty Dome Mosque, Shrine of Khan Zahan Ali, Singair Mosque, Bibi Begni Mosque, Chunkhola Mosque, One Dome Mosque, Nine Dome Mosque, Shrine of Pir Ali, Zindapir Mosque, Badshahi Mosque, Imam Bari of Hazi Muhammad Mohsin, Khoda Mosque, Shahi Mosque, Zawdia Mosque, Shrine of Mokaram Ali, Chadagat Mosque, Thatulia Mosque, Sundarbans and many others.

Figure 1. 1 Map of Bangladesh Indicating Study Sites

Source: http://www.mediabangladesh.net/map-of-bangladesh/

1.5 Objectives of the Research

The objectives of this research are,

i.   To explore the prospects of Halal tourism development in Bangladesh from the perspective of tourists as well as the management practitioners.

ii. To reveal the barriers that hinder the development of Halal tourism in Bangladesh from the perspective of tourists as well as the management practitioners.

iii. To find out the potential ways to overcome the barriers to develop Halal tourism in Bangladesh.

iv. To measure the gap between Muslim tourists' expectation and perception of service quality in Halal tourism perspective.

1.6 Research Questions

By considering the statement of the research problem and objectives of the research, the major research questions of this study are as follow:

i.   What are the prospects of Halal tourism development in Bangladesh from the perspective of tourists as well as the management practitioners?

ii. What are the barriers that hinder the development of Halal tourism in Bangladesh from the perspective of tourists as well as the management practitioners?

iii. What are the potential ways to overcome the barriers to develop Halal tourism in Bangladesh?

iv. What are the gaps between Muslim tourists' expectation and perception of service quality in Halal tourism perspective?

1.7 Significance of the Research

As the objectives of this research are to explore the prospects of Halal tourism development, to reveal the barriers that hinder the development of Halal tourism and to find out some potential ways to overcome the barriers to develop Halal tourism in Bangladesh from the perspective of tourists as well as management practitioners so this study adds value to the literature of tourism in Bangladesh as well as in the world in developing country context.

The general input of this thesis will be important for the many practitioners, restaurant, and tour guide etc. who can get benefits from this study. Also these organisations will be able to know the potential and prospect of Halal tourism industry in context of Bangladesh.

Findings of the research will be enormous essential to the policy makers, planners, government, NGOs or any other institutions in order to implement the plan regarding Halal tourism development of our country. This will help them undertake necessary precautions in order to improve and maintaining the Halal tourism industry in our country.

This research will be the first ever effort in Bangladesh to explore the prospects of Halal tourism development, to reveal the barriers that hinder the development of Halal tourism and to find out some potential ways to overcome the barriers to develop Halal tourism in Bangladesh from the perspective of tourists as well as management practitioners so it can be used as base line for future research. It is also presumed that the findings of this study can be used for same and similar other context in future.

1.8 Thesis Structure

This thesis is structured into seven chapters. **Chapter One** represents the background of the research, statement of the research problem, study sites, objectives of the research, research questions, significance of the research, thesis structure and reference technique used in this study. A summary of the structure of this thesis is presented in Figure 1.2.

In **Chapter Two**, a literature review provides conceptual foundation on which the methodological framework of the thesis has been built. In doing so, the existing body of knowledge related to Halal tourism has been discussed. The chapter begins with a review of literature in relation to tourism, religious tourism, Halal tourism, its elements, aspects and so on. Then the development of Halal tourism in many Muslim as well as non-Muslim countries has been discussed in this chapter. Finally the theoretical framework including the two theories the *Tourism Stakeholder Theory* and the *Dependency Theory of Development* have been discussed here.

Figure 1. 2 Thesis Structure

Introduction	Chapter One
• Research Background • Statement of Research Problem • Objectives of the Research • Research Questions • Significance of the Research • Limitations of the Study • Thesis Structure • Reference Technique • Chapter Summary	

Literature Review	Chapter Two
• Underlying concepts of Tourism and Halal Tourism • Theoretical Framework	

Research Methodology	Chapter Three
• Paradigmatic Approach of Research • Methodological Considerations • Research Ethics • Validity and Reliability • Ensuring Research Quality and Rigor	

Analytical approach	Chapter Four
• Field Work • Analytical Approach • Coding and Theme Development	

Findings of the Research	Chapter Five
• Findings from Interviews	

Discussion of Findings	Chapter Six
• Discussion on Findings	

Quantitative Part of the Study	Chapter Seven
• Quantitative Data Analysis and Discussion	

Conclusion	Chapter Eight
• Prospects of Halal Tourism in Bangladesh • Barriers for Halal Tourism Development in Bangladesh • Potential Ways to Overcome the Barriers • Thesis Limitations • Future Research Directions	

In **Chapter Three**, a methodology is described to plan and delimit the research framework in the thesis. The chapter commences with a philosophical underpinning in social research and an argument as to why the interpretive social science research paradigm is most appropriate in addressing the research questions. This is followed by an explanation of the selection of study sites from where the data is to be collected. The next section looks at the administration of methodology and describes the extent to which methods were used in order to collect data by means of 36 in-depth interviews. Validity and reliability issues are addressed in this chapter as well. The chapter concludes with ethical considerations with regard to the use of in-depth interviews and related issues.

In **Chapter Four**, an outline is presented of the analytical process followed for converting raw data into results. In the first section of the chapter, the interview schedule and demographic characteristics of participants are specified, followed by explanation of the analytical approach used for converting raw data into meaning, along with the development of coding, themes and sub-themes. Finally, the chapter is concluded with codes, themes and sub-themes.

Chapter Five is dedicated to outlining the results of the interviews with respondents. The chapter commences with a discussion of Halal tourism development prospects and its barriers in Bangladesh, followed by a discussion on the potential ways to overcome the barriers. Finally, the chapter concludes with the outlining of the role of various government, private and international tourism related organizations to develop Halal tourism in Bangladesh from the perspective of the respondents.

Chapter Six is based on the discussion of the findings. The chapter begins with the prospects of Halal tourism development in the context of Bangladesh. These follow the discussion of barriers preventing the Halal tourism and the possible remedies to overcome those barriers as well in context of Bangladesh.

Chapter Seven is the quantitative part of the study. It includes the measurement of the gap between Muslim tourists' expectation and perception of service quality in Halal tourism perspective.

In **Chapter Eight,** the prospects of Halal tourism development, barriers for developing Halal tourism and the potential ways to overcome these barriers to develop Halal tourism in Bangladesh are summarised. Thesis limitations have been acknowledged in this chapter followed by some suggested directions for future research. The chapter closes with a note of chapter summary.

1.9 Reference Technique

The APA reference technique is used in this study.

1.10 Chapter Summary

The first chapter of this thesis has provided an introduction, background of the study and its research objectives, research questions and description of the study significance. The chapter has also incorporated the study sites and thesis structure. The next chapter will thoroughly review previous research on the relevant topics to establish the theoretical framework of the thesis.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Since Islam is considered a full way of life, all potential issues in human life are covered directly or indirectly. The Quran gave special attention to tourism in many different ways and measured one of Allah's (SWT) great blessings in its boldness towards tourism. Muslims ought to travel with the intention of copiously increase their knowledge about the beauty of the world of Allah (SWT), as stated by the divine text of the Quran, and also visit their friends and kinsfolks. They are responsible for providing hospitality to tourists who profit from the rights of people under Islamic rule. Traditionally, tourism is thoroughly interrelated to religion, which has served as a strong drive for travel (Henderson, 2003). For those that are adherents of the particular structures of credence represented, religious houses, ceremonies, festivals and religious activities are major tourist attractions (Henderson, 2003).

By 2025, the population of the Islamic faith may comprise 30 percent of the world (Ukessays, 2014). With the upward figure of Muslims the demand for Halal tourism is growing each year. However, Halal products and services are famous no longer solely amongst Muslims, but also among people of other beliefs and view point, as Halal products are recognized for their nice and the Halal industry based on reciprocal respect and truthful collaboration. Halal tourism sector from year to year disburses its scopes. Key tourism markets of the world have established a sturdy interest in Halal tourism. However, Halal tourism market stays immature, and the demand for Halal products and services is constantly growing.

2.2 Tourism

Travelling has continuously remained a portion of human life, whether for religious purposes, education, business or other inspirations. Positive creations, like currency and early roads, mark the start of the trendy age of travel, but human must organize tours and ease travels have not altered over the years. The word tourism is expounded to the conception of the "Grand Tour", introduced within the 17th century. The thought was that Europe's aristocrats made a tour round the continent, especially to Italy and France, so as to work out and knowledge other nations and traditions for learning and preference. It is rough to seek out an easy and concrete definition on the vast term tourism. Within the book *Tourism Principles, Practice, Philosophy* Charles R. Goeldner and J. R. Brent Ritchie cater to the terminology within the sector of tourism, or tourist studies. Tourism is a complicated wonder and it is a difficult project to offer a concise definition of this thinking (Goeldner & Ritchie, 2009).

They state that tourism can be described as the science, art, and enterprise of inviting tourists, transporting them, accommodating them and courteously catering to their needs and wants. More on they stress that the tourism industry is a world wonder, a large business that will only endure to develop. They identify four unique perspectives of tourism, thinking about the variety of groups that are in, and affected via tourism. These groups are the tourists themselves, those in the business of offering traveler items and services, the authorities of the host community and ultimately the public of the host community- the local people. Goeldner and Ritchie talked about tourism as (Goeldner & Ritchie, 2009),

> "the process, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in attracting and hosting of visitors."

One of the most extraordinary economic and social phenomenon of the 21st century is the exceptional development of tourism over the last 50 years (Sakib-Din, 2006). Tourism is a tool by which people in leisure time work tension and daily life habits at home and visit new places to achieve spiritual welfares (Homayoun, 2005). Different scholars, foreign organizations, government agencies, and individual companies have attempted to define tourism based on its scale, structure, nature and objectives from their own points of view (Weaver & Lawton, 2002). The United Nations World Tourism Organization (2011) has defined tourism as:

> "The activity of people temporarily away from their usual environment for a period not exceeding 1 year, and for virtually any purpose of travel, with the following exception: persons visiting a place for the purpose of earning money during their visit, and students in long-term programs (1 year or more, even though they may periodically return home) are not considered to be engaged in tourism. Similarly, members of the diplomatic corps and members of the military while travelling in their official capacity are not considered to be engaged in tourism. Also, refugees and nomads are not counted as visitors."

This definition of United Nations World Tourism Organization (UNWTO) concerning tourism has been recognized by most of the member countries of UNWTO where tourist activities, length of staying and prerequisite to qualify as a tourist have been considered as components. Tourism is a dynamic term covering a broad spectrum of societal, behavioral, commercial, governmental, traditional, and ecological factors. The definition of tourism

consists of a series of events, facilities and advantages that all offer unique experiences to tourists (Medlik & Middleton, 1973). Tourism is a recreational activity involving the flexible use of time and resources, and refreshment is often the primary goal of tourism participation (Ghosh, 2001). However, According to Marques, Reis and Menezes (2010):

> "Tourism is one of the fasted- growing commercial doings and many countries now diagnose its dominant commercial and societal strength."

The above definition of tourism emphasized as an instrument for poverty alleviation. According to McIntosh and Goeldner (1990):

> "Tourism may be defined as the sum of phenomena and relationships arising from the interaction among tourists, business suppliers, host government and host communities in the process of attracting and hosting these tourists and other visitors."

In the definition of McIntosh and Goeldner (1990) of tourism, the important aspects such as tourist's activities and commercial side of tourism have been lost. Smith (1988) highlights the commercial side in his definition of tourism and states:

> "Tourism is the aggregate of all businesses that directly provide goods or services to facilitate business, pleasure, and leisure activities away from the home environment."

However, according to Jafari (1977):

> "Tourism is the study of man away from his usual habitat, of the industry which responds to his needs, and of the impacts that both he and the industry have on the host's socio-cultural, economic, and physical environments."

Jafari has mostly concentrated on the scope of the tourism with the above definition. So, tourism has a wide range of accomplishments which includes the relations rising from the collaboration among tourists, the businesses providing tourist goods and services, the government of the host community or area and host communities in the manner of appealing and hosting these tourists and other visitors.

2.3 Concepts of the Religious, Islamic, Shariah and Halal Tourism

In the literature, the term Halal tourism is commonly equated with words such as Islamic tourism, Shariah tourism, Shariah travel, Halal-friendly tourism destination, Muslim-friendly travel destinations, Halal lifestyle, and others (Jaelani, 2017). From the industry side, Shariah travel is a harmonizing product and does not disregard the conventional tourism.

Table 2. 1 Terminologies Used in Academic Research

Terminology	Author
Shariah tourism	Asih and Asih
Mosque tourism	Kassler
Halal-friendly tourism and hospitality	1. Jaswir and Ramli 2. Zulkifli et al.
Islamic tourism	1. Henderson 2. Zamani-Farahani and Henderson 3. Battour et al. 4. Duman 5. Mohamed and Mahmud 6. Jaelani
Halal tourism	1. Euromonitor International and WTM 2. Battour and Islamil 3. Akyol and Kilinc 4. Mohsin et al. 5. Carboni and Jannati 6. Abdul-Razzaq 7. Adidaya 8. Samori et al.

Source: Adapted from Suradin (2018)

Religious tourism is supposed to mean a pilgrimage trip as well. The pilgrimage can mean a visit, etymologically, for both the living and the dead, but in understanding the activity of public visits to individuals who have died through the grave. Doings are also normally denoted to grave pilgrimage.

Religious tourism is the activity trips undertaken by religious groups (Muslim, Christian, Hindu, Buddhist) for motivational or religious reasons, typically by visiting holy places of religion or religious facts. As part of a tour operation, the term also refers to the sense of pilgrimage.

In Islam, the act of grave pilgrimage is considered as Sunnah. Indeed, prior to Islam the practice of pilgrimage occurred but inflated so that it was forbidden by the Prophet. It was also advisable to remember the death that this practice resurrected.

Barber (1993) defines "pilgrimage as a journey from the resulting religious causes, externally to a holy site, and internally for spiritual purposes and internal understanding" (Galzacorta & Omil, 2016). Definition of religious tourism is advanced as nicely as all marketing efforts and product improvement focused at Muslims though now not connected non-secular inspiration (Henderson, 2010), or the exertion that stresses the significance of Muslim travelers and non-Muslims as a new market and destination for tourism (Al-Hamarneh, 2011). In other words, Islamic tourism to encourage tourism amongst Muslims enhance new visitor destinations and to enhance collaboration between agencies and inter-governmental in the Islamic World.

It is lately renowned that there is a test to spot the correct terms still because the appropriate interpretation of Halal tourism conception. Currently the foremost commonly-used terms are 'Halal tourism' and 'Islamic tourism'. Due to the multidisciplinary range of the topic, there occur misunderstandings concerning the two terms. Thus the terms are often used interchangeably by researchers in both conceptual and empirical papers as if the two concepts are similar (Battour, Ismail, Battor & Awais, 2014; Jafari & Scott, 2014; Stephenson, 2014).

Zamani-Farahani and Henderson (2010) asserts that "Islamic tourism can be defined as traveling activities of Muslims when moving from one place to another or when residing at one place outside reviews their place of normal residence for a period less than one year and to engage in activities with Islamic motivations. It should be noted that Islamic activities must be in accordance with generally accepted principles of Islam; i.e. Halal".

Islamic tourism within Islam targeted on matters such as the participation of (Muslim), point (goal of Islam), the product (the area of housing, food, and drinks), dimensions (economic, cultural, religious, etc.), and managing of processes offerings (marketing and ethical issues). Inspirations and intents are very necessary in Islam due to the fact they are associated to outlooks and aims (Al-Hamarneh, 2011; Henderson, 2010). In several countries, such as Malaysia, Indonesia, and Brunei, the term of religious tourism or Islamic tourism is higher acknowledged as Shariah or Halal tourism.

Islamic tourism can therefore be described as Muslim travel activities when it moves from one place to another or when, for a period of less than one year, it is in a location outside its usual residence and participates in activities with Islamic enthusiasm. It ought to be prominent that tourist actions in Islam must be universally approved in conformity with Islamic values named Halal.

The difference among the conventional travel, religious travel, and Shariah tourism or Halal tourism can be seen in the following table as detailed Hamzah and Yudiana (2015) in Dini Andriani et al., (2015):

Table 2. 2 Differences among conventional, religious, and Sharia tourism

No.	Aspects	Konventional Tourism	Religious Tourism	Shariah/Halal Tourism
1	Object	Nature, culture, heritage, culinary	Worship place, cultural heritage	All
2	Aim	For entertainment	To increase spirituality	To increase spirituality by way of entertainment
3	Target	to the satisfaction and pleasure that dimension lust, solely for entertainment	to acquire the spiritual aspect that could soothe the soul and find peace of mind	To acquire the desire and pleasure, and growing religious awareness
4	Guide	To understand and master the information, so that can attract tourists to the sights	to understand the history of the characters and locations that become tourist attraction	To make tourists interested in the object and evoke the spirit of religious tourists. Being able to explain the function and role of sharia in the form of inner happiness and fulfillment in people's lives
5	Fasilities of Worship	Complementary	Complementary	Integrated by object of tourism, rituals become part of the entertainment package
6	Culinary	General	General	Especially, halal
7	Relation of Society & Environment of Tourism	Complementer & profit	Complementer & profit	Integrated & interaction based principles of shariah
8	Schedule of Travel	Every time	Certain times	Of the timing

Source: Adapted from Jaelani (2017)

2.4 Description of Religious Tourism

Religion is an important element that can contribute to shaping society's culture, perceptions and beliefs (Kovjanic, 2014). Religious tourism, which means a pilgrimage trip. The pilgrimage may mean a visit, etymologically for both the alive and the deceased but in understanding the action of public visits to individuals who have died through the grave. Actions are also commonly referred to grave pilgrimage.

Religious tourism is a form of tourism, also commonly referred to as faith tourism, where people travel for pilgrimage, missionary, or leisure (fellowship) purposes individually or in groups (Wikipedia Contributor, 2018). And all religious sects, such as Muslim, Christian, Hindu, Buddhist etc., can do this.

Religious tourism is a substantial component of the tourism industry, called special interest tourism and is typically connected to members of unique religions who visit places considered holy sites. As they have cultural, historical and religious importance religious sites are not only visited by visitors but also visited by non-religious tourists. It is also known as spiritual tourism and it can also be referred to as pilgrimage tourism. In general, spirituality has recently become an important research topic in social and business fields. This has introduced a new aspect to the tourism industry called spiritual tourism and the interest in the thematic field of spiritual tourism has thus augmented in awareness and research.

2.5 Tourism in Islam

In Islam, it has been a tradition performed for centuries by Muslims to make a pilgrimage that allows Muslims to travel far from their home. For instance, one of the orders mentioned in the five pillars of Islam is to travel to Makkah for the Hajj pilgrimage to the Kingdom of Saudi Arabia at least one time in a lifetime.

Traveling in Islam, however does not generally always apply to the pilgrimage to Hajj: it may also apply to recreation and/or some other activities. One surah, called surah *Al-Ankabout* (literally the spider) describes one function of tourism in the Holy Qur'an: consideration and contemplation. The following surah asks Muslims to travel the world to anticipate the creation of God:

"Travel through the earth and see how Allah did originate creation; so will Allah produce a later creation: for Allah has power over all things." (The Qur'an, 2004, 29: 20)

 "And among His signs is the creation of the heavens and the earth, and the variations in your languages and your colors; verily in that are signs for those who know." (The Qur'an, 2004, 30: 22)

"Travel through the earth and see what was the end of those who rejected Truth" (The Qur'an, 2004, 06: 11).

Say: "Do they not travel through the earth, and see what the end of those before them was?" (The Qur'an, 2004, 47: 10).

Another verse reads:

"O mankind! We created you from a single (pair) of a male and a female, and made you into nations and tribes, that you may know each other. Verily the most honored of you in the sight of Allah is (he who is) the most righteous of you. And Allah has full knowledge and is well acquainted (with all things)." (The Qur'an, 2004, 49: 13)

Above these are some of the verses from the holy Qur'an where it stimulates the mankind to travel and to see the creations of the creator Allah (SWT). So, Islam and tourism are very closely correlated with each other. It can also be argued that Islam promotes its adherent view of the world as a religion and this activity evolved later into Islamic tourism, Muslim tourism, and then Halal tourism.

Besides Sanad, Kassem and Scott's in *Tourism and Islamic Law* recommends that "the principle reason for the travel industry is to acquaint Islam and with spread the Message of God" (Sanad et al., 2010). In addition, it additionally proposes that learning and seeking knowledge is one of the reasons for the travel industry in Islam. For instance, one hadith from the Messenger of Islam prescribes its devotees to head out for seeking knowledge to China; in those occasions, China was extremely removed and burdensome to get to (Sanad et al., 2010).

Each Muslim is expected to refrain from any actions that may dilute their faith and violate Islamic law while travelling to another location. Islam defines what food and beverages are legal or acceptable (known as Halal) and Muslims are permitted to eat, the way to dress, what entertainment can be seen, and how to act. It also bans gambling, financial transactions involving interest being given or taken and any kind of personal relationships.

2.6 The concept of Halal

Islam is one of the biggest religions in the world (The World Factbook, 2018). Almost 23.2 percent of the population of the world is the follower of Islam according to the World Factbook (The World Factbook, 2018). A follower of Islam is referred to as Muslim. In accordance with the guidelines set out in the Qur'an, Muslims live their lives because they believe that the holy Quran is Allah's (SWT) word.

The word "Halal (حلال)" is an Arabic word for permissible and is used to refer to anything that is permissible to a Muslim practitioner. The word "Halal" in Islamic literature refers to all that is instructed in the teachings of religion and the basis for Muslim actions and practices (Baskanligi, 2011). The word "Halal" refers to everything that is instructed in the teachings of religion. In particular, Halal used to mean anything that can be eaten according to the Quran or the Hadith of the Prophet (Gulen, 2011). As per the respected book entitled *'The Lawful and the Prohibited in Islam'*, which was written by Sheikh Yusuf al-Qaradawi, a famous Islamic scholar and chairman of the International Union of Muslim Scholars, the term Halal is defined as "That which is permitted, with respect to which no restriction exists, and the doing of which the law-giver, Allah (SWT), is allowed" (Al-Qaradawi, 2013). From Islamic perspective Halal as defined above refers to any practice or activity in tourism which is 'permissible' according to Islamic teaching. Contrariwise the word "Haram", the Arabic word for forbidden is used to imply the belongings that are prohibited for a Muslim to consume or involve in. The source of what constitutes Halal and Haram is derived from the Quran and the prophet's Sunnah. Hence, a Muslim is required to benefit from the action that is lawful and circumvent the belongings that are prohibited in religion.

The notion of Halal comprehends all the parts of Muslim's life. As for example, the Quran encloses numerous food-related verses delineating the permitted foods, such the *Ayah* mentioned in *Surat Al Maaidah* (The table) in the holy Qur'an:

> *All things suitable [for eating] have been permitted to you* (The Qur'an, 2004, 5:4)

The Qur'an also highlights what is inhospitably prohibited that are considered Haram.

2.7 Halal Tourism

Halal tourism is a new tourism perspective in the world at present. There are 57 Muslim countries in the world (The World Factbook, 2018). Most of the countries located in an important nerve point of the world. Due to the geographical and economic significance of Muslim countries, the opportunity of Halal tourism rises gradually. The occasion of Halal tourism already established, that is Hajj, any Muslim who has reached the age of adolescence and is of sound mind is required to perform Hajj at least once in his or her lifetime if he or she is physically capable and financially able to do so (Jafari & Scott, 2014). Halal tourism may be a subsection of tourism which is equipped towards Muslim folks who stand by rules

of Islam (Wikipedia Contributor, 2019). Battour, Battor and Ismail (2012) also defined Halal tourism as,

> "Halal tourism is a type of religious tourism that represents allowable activities under the Islamic teachings in terms of behavior, dress, conduct, and diet."

Conventionally, Halal tourism is related with devout exercises such as *Hajj* and *Umrah*. With the time passed it progressed to a much bigger measurement as individuals go beyond investigating other Islamic goals. This modern measurement has driven to the require for all the other components in tourism such as the nourishment industry, the carriers or transportation industry and numerous others to form adjustments so as to fulfill the requirements of this sole division.

Some researchers have attempted to characterize Islamic tourism and Halal tourism in tourism and goal promoting literary works (Battour et al., 2014; Carboni, Pereli & Sistu, 2014; Jafari & Scott, 2014). However it may most have not taken into thought the Islamic law (Shariah), the target customers (i.e. Muslims or non-Muslims), the location of activity (i.e. Muslim versus non-Muslim nation), the product and service offered (i.e. food, facilities), and the purpose of travel. Most of these definitions are freely characterized and utilized traded. In other words, Halal tourism and Islamic tourism are treated as comparable concepts. For example, Jafari and Scott (2014) defined Islamic tourism as,

> "The encouragement of tourists likely to meet the requirements of Sharia law."

The definition emphases on Islamic law and its requirements to meet the tourist needs but ignored the religion of tourists (Muslims) and other extents.

Carboni et al. (2014) defined Islamic tourism

> "As tourism in accordance with Islam, involving people of the Muslim faith who are interested in keeping with their personal religious habits whilst travelling."

This definition takes into the attention the Islamic regulation, the goal clients (Muslim), and the location of activity, however the product and service provided (i.e. food, facilities) is neglected. But, Carboni et al. (2014) endorsed that Islamic tourism is not constrained only for spiritual purposes and is not always completely to or within Muslim countries.

Zamani-Farahani and Henderson (2010) considered that Islamic tourism and Halal tourism are identical ideas and described Islamic tourism as definitely tourism particularly by means of Muslims who choose to live inside their subculture. This definition highpoints the truth that Islamic tourism is for Muslims and the place of the activities is in Muslim country. But, the definition neglects the Islamic regulation necessities in tourism activities. Zamani-Farahani and Henderson (2010) inside the equal look at pronounced that Islamic tourism can be prolonged to goal non-Muslims that is against their definition of Islamic tourism. However, in line with Al-Hamarneh and Steiner (2004), Zamani-Farahani and Henderson (2010) highlighted the benefits of Islamic tourism for non-Muslims tourists travelling the Muslim world.

World Travel Market (WTM) (2007) explains Halal tourism as,

> "A type of religious tourism that is in conformity with Islamic teachings regarding behaviorisms, dress, conduct and diet."

On the other hand, it is claimed that Islamic tourism attracts many travelers entirely interested in what is termed 'Islamic culture' (Henderson, 2009; Javed, 2007). Shakiry (2006) also claims that,

> "The concept of Islamic tourism is not limited to religious tourism, but it extends to all forms of tourism except those that go against Islamic values."

The definition consider the Islamic regulation (Shariah) as the basis to supply tourism products and service to the target customers who are specially Muslims, consisting of Halal hotels (Shariah compliant lodges), Halal motels, Halal restaurants, and Halal trips. The definition claims that the location of activity is not always constrained to the Muslim world. Hence it consists of services and products that are designed for Muslim tourists in Muslim and non-Muslim countries moreover, the definition considers the purpose of tour is not necessarily spiritual. It is able to be any of the overall drives of tourism.

Halal tourism does not always cater only to the most pious Muslims, but rather encompasses services for all visitors (Muslim and non-Muslim). In addition to the most cutting-edge customer care activities, the Halal tourism center places a premium on Shariah compliant values in all tourism management and services (Jaelani, 2017). In recent years, the concept of Halal tourism has grown in popularity, indicating a strong and increasing demand from the Muslim tourist industry.

"Entirely product development and marketing efforts intended for and focused at Muslims. Motivations are not always or fully religious. Participants could be pursuing similar leisure experiences to non-Muslims, although within parameters set by Islam, and destinations are not necessarily locations where Islamic law is endorsed." (Henderson, 2010)

In Halal tourism, the tourists have traveled in a place for the satisfaction of Allah (SWT) and their recreation. Tourism is a part of life and not conflicting with the central subject matter of Islam.

"Islamic Tourism is defined as any activity, event and experience undertaken in a state of travel that is in accordance with Islam." (Islamic Tourism Centre (ITC), 2014)

Duman (2011), on the other hand, defined Islamic tourism as "tourism activities that are shaped by Islamic motivation of Muslims and carried out in accordance with Sharia rules". These activities include the visit of *Hajj*, *Umrah*, relatives, the works performed in the name of Allah (SWT), and other activities stated in the Quran and the teachings of Prophet Muhammad (PBUH).

Dogan (2011) defines Islamic tourism participants as having touristic activities in seaside destinations, preferring accommodation establishments that provide services in accordance with Islamic rules and beliefs. It is also noteworthy that it sees Islamic tourism in maritime tourism and limits its definition to coastal destinations. However, today it is seen that in a significant number of thermal hotels, nature based accommodation establishments and camping's are in charge of Halal tourism. In addition, city hotels should not be forgotten.

Tekin (2014) defines the concept of Islamic tourism, the activities performed in accordance with Islamic teachings as a whole. He states that it is not important whether the destination is Muslim or non-Muslim, and what is important is whether the product offered and the life style is suitable for Islamic teachings. In other words, according to Tekin (2014) Islamic tourism activities can also be mentioned in non-Muslim countries.

Mohsin et al. (2015) have defined Halal tourism as tourism products and services supplied to meet the needs of Muslims traveling. They also stated that the supplied tourism services and products should comply with Islamic teachings.

Vargas and Moral (2019) define Halal tourism as to journey undertaken for recreational, leisure and social functions and despite the fact that the motivations for touring are not

necessarily non secular, there is a choice to behave in a mode considered permitted or Halal in accordance with Islamic teachings.

So Halal Tourism indicates Muslims traveling to any destinations, Muslims journeying to Muslim countries, Muslims visiting for spiritual functions, Muslims visiting whilst following Islamic ideas, Muslims travelling to discover Muslim historical past, Non-Muslims traveling to Muslim destinations and Non-Muslims travelling to recognize Islam and Islamic culture.

2.7.1 Characteristics of Halal tourism

Islamic Shariah has implemented a wide range of regulations governing travel and tourism, so as to it can attain the aforementioned goals and will not surpass the mark or become a source of society's evil and hurt.

These rulings include the following:

- ✓ It is haram to travel for the purpose of worshiping a specific place, except the three mosques. It was narrated from Abu Hurairah (may Allah be pleased with him) that the Prophet (PBUH) said: *"No journey should be undertaken to visit any mosque but three: al-Masjid al-Haraam, the Mosque of the Messenger (peace and blessings of Allah be upon him) and the Mosque of al-Aqsa."* Narrated by al-Bukhari (1132) and Muslim (1397).

- ✓ The sign also directs that it is haram for the Muslim to travel without any intent to the non-Muslim lands because of the evils that affect the religious promise and boldness of the Muslim as a result of involvement with those nations that pay no attention to religion and ethics, particularly when there is no need for him to travel for health issue or commerce and so on, rather it is just for leisure and for entertaining.

- ✓ There should be no question that in places of crime, where alcohol is drunk and unethical acts take place and evils are devoted, Shariah prohibits tourism. The Muslim is taught to stay away from sin, so that he does not commit sin or sit down with those who obey evil.

2.7.2 Motivational Perspective to Halal tourism

By traveling Muslims attain bodily, societal and divine goals. It can also be argued that in Islam, travel and tourism are goal-oriented practices derived from Islamic motives.

In certain cases, Islamic motives differ from generic motives to travel. Examples of Islamic and generic motivations are in Table 2.3:

Table 2. 3 Examples of Generic and Islamic Tourist Motivations

	Motivations	Sources
Generic Motivations	➤ Conducting business, visiting friends or relatives, pursuing other personal business activities (i.e. shopping) and pleasure	Goeldner and Ritchie (2006)
	➤ Experiencing culture, pleasure-seeking, fantasy, relaxation, physical participation	Kozak (2002)
	➤ Relaxing mentally, discovering new places and things, avoiding the hustle and bustle of daily life, relaxing physically, being in a calm atmosphere, increasing knowledge, having good time with friends, being with others, building friendships with others, using imagination, gaining a feeling of belonging, challenging personal abilities, using self abilities and skills in sports, developing close relationships.	Ryan and Glendon (1998)
	➤ Climate, relaxation, adventure, personal reasons (i.e. nostalgia), educational motives	Bansal and Eiselt (2004)
Islamic Motivations	➤ Acting in the cause of God (fi-sabilillah), submission to the ways of God (through the Hajj and the Umrah), realization of the smallness of man and the greatness of God, encouraging and strenthening the bond of sillaturrahim (muslim fraternity), conducting business	Din (1989)
	➤ Seeking health (relaxation), education (learning-teaching-information sharing-visiting scientists), realization of other cultures, business	Aglamaz (2009)
	➤ Declaration of Islam (Tebliğ), seeking scientific knowledge, educating others, work for halal earnings, taking lessons from past	Kusursuz (2011)

Source: Adapted from Duman (2011)

2.7.3 Aspects of Halal Tourism

Battour et al. (2012) includes many elements of Muslim travelers' with the aid of defining Halal tourism as a form of religious tourism that denotes permissible actions underneath the Islamic instructions in terms of conduct, dress, behavior, and food regimen (Battour et al., 2012). Halal tourism is presenting facilities to cater for Muslim religious concerns and cope with Muslim needs. This tourism includes the Shariah based totally components in resorts, transportation, food premises, finance, tour programs and different actions (Chandra, 2014). Numerous sports and services of Halal tourism are getting famed and famous within the tourism industry due to tourists demand and delight. Some Muslim countries highlight their tourism destinations as 'Muslim pleasant destinations' to attract Muslim tourists (Battour & Ismail, 2016). Those countries are offering Shariah compliant accommodations to the tourists with Qibla direction, Halal food and liquids (Carboni et al., 2014).

Figure 2. 1 Several Components of Halal Tourism

Source: Adapted from Global Muslim Travel Index (2019)

Halal tourism is a newfangled product of both Muslim and non-Muslim marketplace. Halal tourism comprises foods, numerous products and services. It is a vibrant marketplace with growing number of Muslim tourists and the aspects of Halal tourism also broadening day by day. As Halal tourism is a subgroup of tourism targeted at Muslim visitors who obey Islamic rules, hotels in such destinations do not serve alcohol and have segregated pools and spas. Malaysia, Indonesia, Turkey, and more countries are demanding to draw Muslim tourists from all over the world by offering amenities according to their religious beliefs.

Figure 2. 2 Keys of Halal Tourism
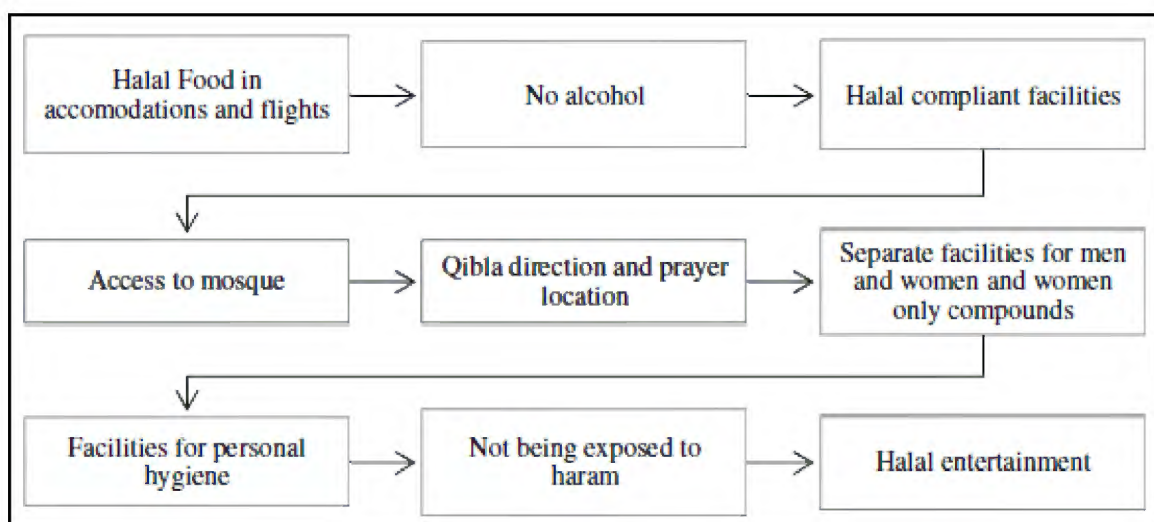
Source: Adapted from Rodrigo & Turnbull (2019)

As Halal tourism is the combination of the doings of Muslims travelling to and staying in places outside their normal surroundings for not more than one successive year for involvement of those events that initiate from Islamic motivations which are not linked to the workout of an activity compensated from within the place visited so its encompasses various aspects.

Figure 2. 3 Aspects of Halal Tourism
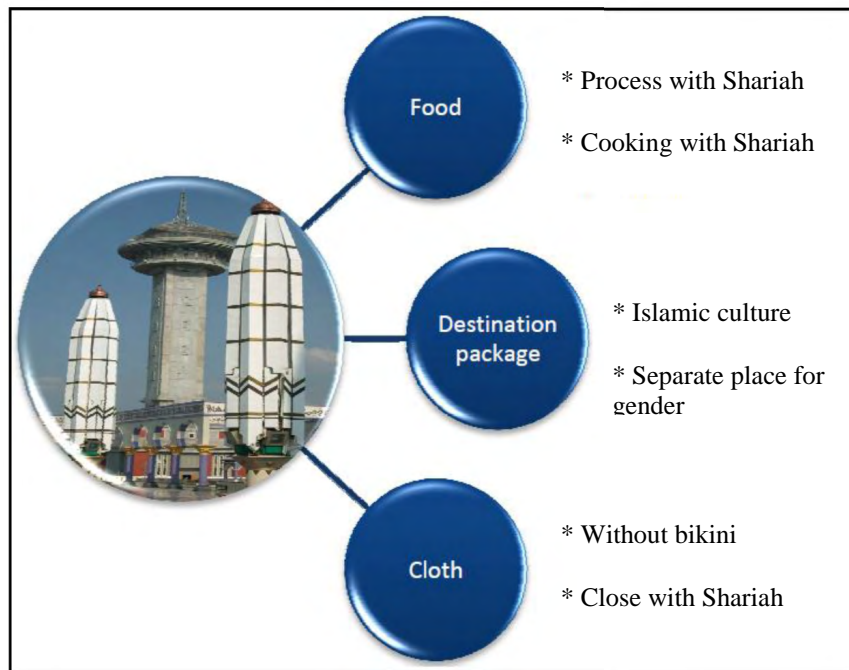
Source: Adapted from Nursanty (2012)

As a niche market Halal tourism covers Halal hotel services, Halal services of airlines, Halal food services in restaurants, Halal activities of tour packages and Halal financing (Zulkifli, Rahman, Awang & Man, 2011). Thus, the aspects of Halal tourism can be discussed with different areas which related with each other. These areas are presented below:

2.7.3.1 Halal Hotel Services

Halal hotels serve Muslim travelers with Halal facilities. Not only are these hotels restricted to the Halal food service, the operation of the service and the hotel management must also be structured according to Islamic principles. Main signs of a Halal hotel are presented below (Henderson, 2010; Rosenberg & Choufany, 2009):

- ✓ No alcohol to be served or consumed on the premises,
- ✓ Halal foods (slaughtered in the name of Allah and excluding all pork products and certain other items),
- ✓ Quran, prayer mats and arrows indicating the direction of Mecca in every room,
- ✓ Beds and toilets positioned so as not to face the direction of Mecca,
- ✓ Bidets in bathrooms,
- ✓ Prayer rooms,
- ✓ Predominantly Muslim staff,
- ✓ Conservative staff dress,
- ✓ Separate recreational facilities for men and women,
- ✓ All female floors,
- ✓ Guest dress code,
- ✓ Islamic funding,
- ✓ Female staff for single female floors, male staff for single male floors,
- ✓ No entertainment venues such as nightclubs,
- ✓ Art in the hotel should not depict the human form,
- ✓ Conservative television service,
- ✓ Hotel should follow the zakat principles (giving back to the community).

Ramli (2009) classifies the Muslim friendly hotels based on five stars category.

Table 2. 4 Classifying the Muslim Friendly Hotels

RATING	RATING MUSLIM FRIENDLY FACILITIES (in addition to other standard facilities in a reputable hotel)				
One	Qiblah Pointing Signage; Prayer rug in guest room				
Two	Halal Kitchen/Halal Food	Prayer Room/Surau	Qiblah Pointing Signage; Prayer rug in guest room		
Three	Only Halal Food & Alcohol Free Beverages Served	Dedicated Prayer Room/Surau with ablution space	Qiblah Pointing Signage; Prayer rug in guest room; at least 50% are no smoking guest rooms	Gym & Swimming Pool have dedicated hours for Ladies only	
Four	Only Halal Food & Alcohol Free Beverages Served	Dedicated Prayer Room/Surau with ablution space & resident imam	Qiblah Pointing Signage; Prayer rug in guest room; only no smoking guest rooms	Separate Gym & Enclosed Swimming Pool for Ladies	
Five	Only Halal Food & Alcohol Free Beverages Served	Dedicated Prayer Room/Surau with ablution space & resident imam	Qiblah Pointing Signage; Prayer rug in guest room; only no smoking guest rooms	Separate Gym & Enclosed Swimming Pool, Spa & Health Facilities for Ladies	Shariah Compliant Entertainment & Recreational Facilities for all ages

Source: Adapted from Ramli (2009)

2.7.3.2 Halal Services of Airlines

Airline service is an imperative component in Halal tourism industry as it is the main mode of transportation for both domestic and international destinations. Halal indicators in airlines are hygiene, non-alcoholic drinks and pamphlets which are comprehensible with Islam. Recently, a Shariah compliant airline service known as Waqf Airline was introduced; catering the pilgrimage to Makkah during Hajj only (Junainah Idris, 2016). During in-flight service, only Halal foods and no alcoholic drinks should be served (Sailan, Rahman & Rahim, 2018). Lack of Halal foods and beverages can cause difficulties for Muslim travelers on board of airplanes. Any in-flight entertainment must be censored and include more religious-oriented entertainment (Junainah Idris, 2016; Sailan et al., 2018). It is proposed for an airline to recite *Dua* before departure in order to get the blessing from Allah (Junainah Idris, 2016; Zulkifli, 2017).

2.7.3.3 Halal Food Services in Restaurants

Islam offers a wide outline to what is or is not permitted in its followers' daily activities, which covers aspects of food, cosmetics, financial issues, and pharmaceutical products (Mukhtar & Butt, 2012). The most common importance often rests on the prohibition of alcohol consumption and gambling in any of its form (The Qur'an, 2004, 2: 219). Halal has to be the food that's served at a restaurant. It is according to Islamic teachings that it is appropriate to slaughter all animals. No alcoholic drinks on the premises should be sold (Zulkifli et al., 2011).

The supply of Halal meals is an exceedingly widespread trouble for Muslim in addition to restaurants and suppliers that tailor to the Muslim market. Supplying to Muslim tourists' needs in terms of offering Halal food in any particular destination may also boom their usual delight and devotion (Battour, Islmail & Battor, 2011). As such, Zafir offers express hints for imparting meals which conforms to Sharia laws (Zafir, 2015). The slaughtered approach will determine the characteristic of Halal meat. As to make sure those slaughtered animals are given as an oblation to God, the animal's fundamental arteries of the neck ought to be fast cut whilst saying the call of Allah (Shakona, Backman, Backman, Norman, Luo & Duffy, 2015). Despite the fact that Muslims are permitted to eat many form of meats, pork is exactly forbidden in Islam. Most nations nowadays have meals tagging protocols to protect Halal certifications to ensure meals tags are correct (Mukhtar & Butt, 2012). Furthermore, the significance of Halal meals has won devotion by way of some organizations in Western tourism industry (Henderson, 2003). However, Muslims are nevertheless concerned whether the foods are completely and truly Halal (Marzuki, Hall & Ballantine, 2012). Consequently, it's tourism destination and service provider's responsibility to make certain Muslims get Halal food as it is compulsory requirement in Islam. They are anticipated to make efforts to satisfy Shariah policies regarding Halal meals expectancies.

2.7.3.4 Halal Activities of Tour Packages

The content of the tour packages must be grounded on an Islamic teachings. The Islamic tour programs consist of visits to the mosques, Islamic monuments and promote and occasion for the duration of the Ramadan.

2.7.3.5 Gender Segregation

Islamic instruction insists on strict gender segregation, especially with regards to public facilities. This has been in practice since the time of the Prophet Muhammad where the mosques during those times were segregated with different sections for both men and women (Jibreen, 1996). The prohibition of free mixing of men and women is firmly stated in the Quran (The Qur'an, 2004, 33:53). Both men and women are also necessary to dress conservatively in public spaces, Muslim men are obliged to cover their torsos and upper legs while women requirement to cover their whole bodies leaving only their hands and faces exposed (Din, 1989).

The Islamic Shariah inhospitably forbids Muslims contain with free mixing of the genders because it will lead to *fitnah*[1], the stimulation of goals, obliging filthy doings and wrong performs (Battour et al., 2011). For that reason, Islamic tourism and hospitality enterprise should meet those necessities via conveying gender separation. It way distinct man and lady rooms in establishments and in the course of public occasions together with eating places, gyms, and swimming pools. Furthermore positive versions of Shariah-compliance insist on extra rigorous regulations about the separation of genders with separate cafes and restaurants, staffs to serve best visitors in their gender and bachelor couples striped from lodging the identical bed room (Arasteh & Eilami, 2011; Henderson, 2010; Kovjanic, 2014).

2.7.3.6 Halal Financing

The hotel, restaurant, travel agency and airline financial resources must comply with Islamic values. In general, Islamic finance needs participation among all parties engaged in this financial enterprise in sharing the benefit and loss. Interest is also forbidden by Islamic finance (Zulkifli et al., 2011).

2.7.3.7 Place of Worship

The five times prayer in everyday is compulsory for Muslim to perform. The prayers hold Muslims often taking into consideration God and its miles a way to connect with Him. Muslims around the arena ought to perform this recurring in the exact time settings and need to not put off their prayer with none proper motive. In step with holy Qur'an, Muslims round the arena should additionally face *Kaaba* during their everyday prayers (The Qur'an, 2004, 1:144). Consequently Islamic tourism and hospitality industry ought to offer enough centers

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[1] Temptation that could lead to evil consequences.

for Muslims to carry out their each day prayers on time. Therefore the prayer room is taken into consideration to be one of the most important conveniences for Muslims (Battour, Battor & Bhatti, 2013; Haq & Wong, 2010). The centers which includes a break up prayer room that could lodge sure range of man and lady guests and additionally a way of calling guests for pray time consisting of acting *Adhan*[2] via indoor and outside speakers (Shakona et al., 2015). In Islamic tourism, resort rooms need to be additionally encompass pointers demonstrating the path of *Qibla*[3] for Muslims who want to carry out their pray in their rooms. The convenience of get admittance to Islamic services are also crucial in which the provision of mosques at visitor destinations may also rise pride ranks (Battour et al., 2013). The prayer room itself can be taken into consideration a traveler appeal if it's attraction exclusive and first-rate (Henderson, 2003). For this reason, vicinity of worship must now not just be considered as one in every of infrastructure to be had in tourism destination but it ought to be located inside the Muslim excursion packages.

2.7.3.8 Prohibition of Alcohol

The Quran explicitly specified the prohibition of alcohol in any forms, liquor or drugs and all forms of intoxicants (The Qur'an, 2004, 5: 90, 91). For those who drink it, it is not only haram but also for those who are interested in supplying, serving and benefiting from the price charged for it (Shakona et al., 2015). The Prophet Muhammad (PBUH) said *"alcohol is the mother of all evils and it is the most shameful of evils"* (Ibn Majah) as cited in Battour et al. (2011). Thus, some Muslim perceptions of public alcohol consumption are particularly offensive because of religious convictions (Battour et al., 2013). Hence to gain attention from this market segment, independent tourism business operatives should be aware of this reality and be acquainted with how to resolve this circumstances. In other words, considering the need to be mindful of these circumstances so as to ensure the expansion of the sector, tourism business operatives should also be able to cater to the sacred requirements of Muslim visitors.

2.7.3.9 Banning of Gambling

Muslims are forbidden from taking any gambling related action whether they are a gambler or are active in the gambling industry. They are also not required to visit destinations where gambling is practiced (Din, 1989; Foggia & Pizzurno, 2012; Stephenson, 2014; Namin, 2013). Allah (SWT) says in the holy Qur'an:

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[2] Phrases which are used to call for prayer
[3] The route of the *Kaaba* in *Makkah*

> *"They ask you [Muhammad] concerning wine and gambling. Say: 'In them is great sin, and some profit, for men; but the sin is greater than the profit.'... Thus does Allah Make clear to you His Signs, in order that you may consider"* (The Qur'an, 2004, 2:219).

> *"O you who believe! Intoxicants and gambling, dedication of stones, and divination by arrows, are an abomination of Satan's handwork. Eschew such abomination, that you may prosper"* (The Qur'an, 2004, 5:90).

Furthermore Battour et al., (2011) noted that Muslim countries such as Saudi Arabia, Iran, Bangladesh and Pakistan are enforcing very stringent public alcohol and gambling consumption policies. However, in certain Muslim countries such as Malaysia, Egypt and Turkey different policies are enforced, their policies are not as stringent as countries listed earlier.

2.7.3.10 Prohibition of Sexual Permissiveness

Islamic intellectual's persons those are commonly known as scholars agree to take that it is Haram to visit places involving sexual permissiveness and that it is not permitted to take place in public, because Shariah certainly forbids Muslims from adultery (Battour et al., 2011). This is based on many verses in The Holy Quran including like: *"Nor come nigh to adultery: for it is a shameful (deed) and an evil, opening the road (to other evils)"* (The Qur'an, 2004, 17: 32). The idea of closing all ways leading to evil originated from Islam. Consequently, if it justifies within the fee of sins, Muslims ought to stop such tourism practices. Most Muslim nations technically prohibit adultery. The Malaysian licensing policy as an example in Malaysia, forbids prostitution and indecent activities or indecent love presentations in public among unmarried couples (Din, 1989; Henderson, 2010; Zamani-Farahani & Henderson, 2010). In addition, Shariah forbids sexual appeal advertisement tactics in advertising destinations (Alserhan, 2010). Therefore the use of sexually suggestive photographs as an advertisement and marketing tool in promoting Halal tourism is miles beyond the limit.

2.7.3.11 Banning Inappropriate and Revealing Dress

The Islamic Shariah law forbids Muslim females from dressing inappropriately. They be required to dress in a definite dress code as their hair and body should not be revealed (Zamani-Farahani & Henderson, 2010). Al-Hamarneh and Steiner (2004) argue that considerations of any given region's religious conservatism together with suggested dress codes should be appreciated. In addition, when visiting religious places such as Masjid,

western visitors are required to wear Islamic attire (Henderson, 2003). As tourists, Stephenson, Russell and Edgar (2010) reported that in evaluating tour destinations Muslims look at the native dress codes in that specific area. In order to decide where to visit these considerations are to assess the degree of compliance with Islamic dress standards. This is fair for Arab visitors who in their countries have to recognize stringent dress codes and have a preference not to rendering themselves and families to conditions that do not support proper dressing in their practice.

2.7.3.12 Dress Code of Staff

The element found by Battour et al. (2011) is also related to sexual permissiveness as some staff costumes are considered to expose the human form by some employers. Jafari and Scott (2014) noted that Muslim guests pay particular consideration to the dress code for the destination and take the dress code of the staff of the accommodation providers into account when making a lodging decision. Muslim travelers prefer a conservative dress code to comply with the personnel (Sanad et al., 2014).

Some lodging suppliers should pay particular consideration to their advertisements because of the tradition of bearing in mind the dress code when making a decision on where to stay while on holiday. Battour et al. (2011) said that marketing campaigns need to comprise photos and messages that are Muslim-friendly in order to attract the Muslim guest's attention and make their institution more desirable and could thus attract the guest's company. The example of Malaysian businesses using wholesome messages and photographs of women dressed in traditional and respectable attire is brought up by Battour et al. (2011) in their promotional material aimed at potential Muslim guests.

2.7.3.13 Prohibition of Women Travelling Alone

The Islamic Shariah notes that if it is not a requirement and without the presence of a *Mahram*[4], women are not permitted to travel alone (Shakona et al., 2015). As their *Mahram* will be able to shield her from evil company and elude the component of abuse that might occur during the journey, this is to prevent women from any harm. As such, females are not permitted to check in without a *Mahram* in many Muslim countries (Shakona et al., 2015). This is seen by Muslims as a sense of reverence for women, as they are shielded from evil (Al-Munajjid, 2020). Many Muslim women assume, on the other hand, that they should be

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[4] Her husband or a man with whom that woman cannot marry according to the Islamic jurisprudence.

able to travel alone. They claim that only when faced with a dangerous situation or climate was this Sharia law applied (Shakona et al., 2015). Therefore, further discussion among Muslim scholars needs realistic execution for Islamic tourism destinations to have compliance of not sanctioning Muslim women to enroll if they are not go together with by *Mahram*.

2.8 Concept of Islamic Tourist

Islamic tourists are those Muslim tourists who put up with the direction of Allah (SWT) and Prophet Muhammad (PBUH). Islamic tourists are intent to discover the Islamic understanding on Islamic Shariah, culture, heritage, arts, Islamic history, spiritual etc. (ITC, 2012). In Islam, the action of travelling is measured as 'ibadahand da'wah' (Laderlah, Rahman, Awang & Man, 2011). Tourism could turn into an 'Ibadah' if the purpose of travel is for Allah's (SWT) sanctification. 'Dawah' refers to deliver an address to mankind into a unique approach. Halal tourism will support Islamic tourists and helps to minimize boringness, anxiety, stress and rest their minds along with souls from any dilemmas. Islamic tourists can achieve information and insight by discerning about the magnificence of the creations of Allah (SWT) (Al-Hamarneh & Steiner, 2004). In this world, all living things are made out of water (The Qur'an, 2004, 21:30). The initiation of these inventions should be thought of by Islamic visitors. Historical sites can also be visited by Islamic visitors to learn the history of past generations.

2.9 The Growth of Halal Tourism

Halal tourism has been the issue of global gatherings to talk over the possibilities of the evolving tourism inclination. The OIC held the first global meeting on Islamic tourism in 2014 to talk over the commercial prospective and growth of Halal tourism internationally and the development prospects. Halal Expo Europe is also an example of the development of the Halal industry in Europe. Africa also held a Halal conference in 2016 to talk over the financial welfares and conglomerate between African countries and Halal commerce.

In the midst of a changing world, the Muslim travel market continues to expand rapidly and developing day by day. Destinations, companies and travel-related organizations as one of the world's uppermost payments tourist markets necessary to actively build tactics to engross and pull this section to their destinations. The Muslim travel market is on track to continue its rapid growing touched USD 220 billion in 2020, and a further USD 80 billion is projected to

rise to touch USD 300 billion by 2026 (GMTI, 2018). An estimated 131 million Muslim tourists arrived worldwide in 2017, up from 121 million in 2016, and this raised to 156 million travelers in 2020, demonstrating 10 percent of the travel section (GMTI, 2018).

Figure 2. 4 Growth of Muslim Travelers
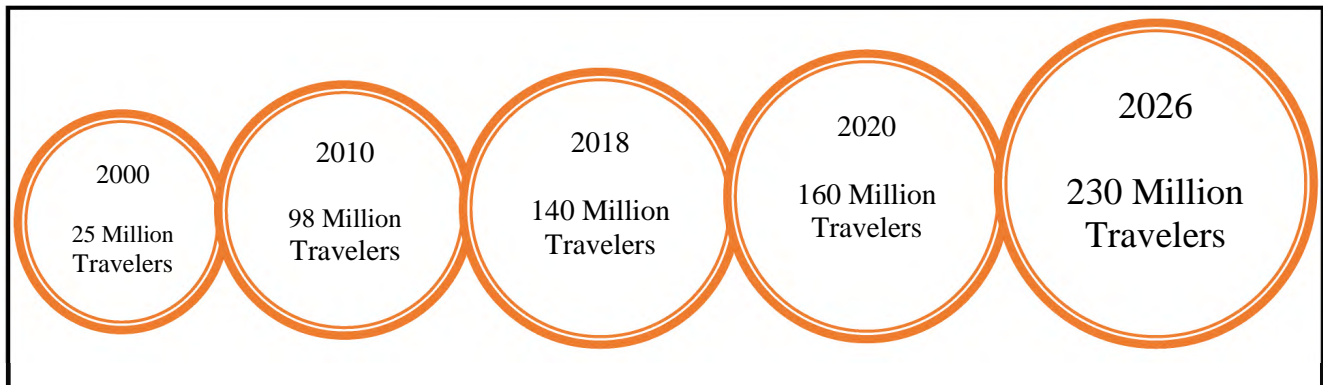
Source: Global Muslim Travel Index (2019)

CrescentRating, a consultancy company set up in 2009 to recommend companies to make their services more Muslim-friendly so as to appeal Muslim tourists has now evolved to develop the world's largest Halal travel agency proposing hospitality vendors Halal certification. Crescentrating has also collaborated with MasterCard and created the GMTI, a Halal-friendly travel destinations global index published annually.

Also, CrescentRating has established a service called *HalalTrip* for Muslim tourists. *HalalTrip* facilitates online booking of flights, hotels, and tours for visitors. *HalalTrip* uses the Halal services and destinations database of CrescentRating to endorse suitable services and products based on Halal-friendliness to tourists (Lukman, 2014). *Halalbooking* is another widespread online booking website. Most of *Halalbooking*'s customers are grounded in Europe (Diaa, 2015). This website located in the United Kingdom helps customers to filter search results such as non-alcoholic hotels and Halal food hotels (Diebelius, 2015).

Besides this, the number of different smartphone apps aimed at Muslim travelers is also growing (Diebelius, 2015). *HalalTrip* for example, launched a free mobile app that has all the features of the *HalalTrip* website along with a calculator of prayer time and an indicator of path to Makkah (Arabian Business, 2015). The app also has a Halal food spotting feature (Cosseboom, 2015). Halal Gems, which is a manual of restaurants offering Halal food in London and Dubai is another Halal-travel focused app (Diebelius, 2015). *Irhal* is an

application that lists mosques for visitors and places worth visiting (Diebelius, 2015; Mohsin et al., 2015). *HalalMinds* is also a free smartphone application that lists all locations offering Halal Japanese food in Japan (Quigley, 2014). An app aimed at Muslim tourists visiting its shores has also been launched by the Tourism Authority of Thailand to help tourists find Halal food outlets and locate zones for prayer (Reuters, 2015).

Research from the GMTI (2019) report discloses the following top inbound destinations and top outbound markets for Muslim travelers.

Figure 2. 5 Top inbound destinations and top outbound markets

Source: Global Muslim Travel Index (2019)

As for the top 30 Muslim outbound markets revealed by the GMTI, they are:

Figure 2. 6 Top 30 Muslim outbound markets

Source: Global Muslim Travel Index (2019)

2.10 Global Market of Halal Tourism

The progress of the Muslim populace around the world is fast and steady. In 2010, there were almost 1.6 billion Muslims worldwide according to Pew Research and this number is projected to reach 2.8 billion in 2050 which is almost 30 percent of the total population of the world (Economist, 2011). Muslims have contributed more than 60 percent to the Asia-Pacific region while the other 20 percent live in the Middle East and North Africa (where they make up 93 percent of the population), 3 percent in Europe and 1 percent in North America (Henderson, 2016). The growing figure of Muslim customers has increased the international market's commitment to switch their profitable attention to the "Halal" industry so as to satisfy the Muslim demand.

2.10.1 Halal Tourism in Asia, Africa and Middle East

As the Asian countries have incorporated more Islamic culture amongst their publics and native culture, this area has instigated to gain devotion from the Muslim travelers from all over the world. It is also projected that there will be 69 million outbound tourist arrivals engendered from the Middle East in 2020 according to the Tourism 2020 Vision estimated of UNWTO.

2.10.1.1 Malaysia

Malaysia is a multi-confessional country whose most acknowledged religion is Islam. As of 2013, there were nearly 19.5 million Muslim adherents or 61.3% of the population (Pew Research Center, 2011). Malaysia's tourism industry has a bright future in every category, thanks to the diversity of natural tourist attractions, the rich multiracial cultures, the Muslim-friendly tourism climate, and the wide range of food options. Malaysia is one of the top ten tourist destinations in the world, according to the World Tourism Organization. Furthermore, with growing government maintenance and growing publicity activities, international tourist arrival in the country is increasing day by day. Additionally Malaysia has been recorded in the Lonely Planet[5] for Best in Travel in 2017 (Lonely Planet, 2017). The Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) (2018) states that number of Muslim tourist entrances is around 22 percent of the total arrivals.

For the ninth time in a row, Malaysia remains at the top of the 2018 Global Muslim Travel Index (GMTI). For the first time since the Index was launched last year, Malaysia will share the top spot with another destination, Indonesia (GMTI, 2019). Among the three main themes of family-friendly holiday and healthy travel destination, Muslim-friendly facilities and conveniences at the destination, and Halal awareness and destination marketing, the country has constantly been able to retain its place (GMTI, 2018). In the previous period, Malaysia put a lot of dynamism into the enlightenment of Halal tourism and the meeting of efforts for Malaysia's great attainment in the field of Halal tourism. The country's booming Halal industry and growing Islamic tourism were endorsed by Tourism Malaysia.

Malaysia was ranked as the world's top Muslim-friendly destination with larger Muslim countries namely Saudi Arabia, United Arab Emirates, Egypt and Turkey trailing behind in the study called Global Muslim Travel Index (GMTI) by CrescentRating and MasterCard. In reality, for eight consecutive years (2011-2018), Malaysia has occupied the number one spot in the same study. Countries were ranked in this study on how well they meet the needs of Muslim travelers including simply accessible Halal food and prayer facilities and hotels that cater to the needs of Muslim visitors along with the level of security.

In January 2019, Salam Web Technologies *MY Sdn* released the world's first Shariah compliant browser to provide Muslim-friendly web experience namely *SalamWeb*, a mobile

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[5] The world's largest publisher of travel guides

and desktop browser. In Malaysia, 366 hotels and resorts have issued Halal certificates for the food served on their premises, accounting for 23 percent of the country's 1,574 hotels and resorts, and 20 hotels are Halal approved (The Sun, 2017). By the end of 2017, Prime Minister Datuk Seri Jamil Khir Baharom has predicted that 412 of the three to five-star hotels listed with the Ministry of Tourism will be awarded the Malaysian Halal Certificate for food served in their restaurants. The goal of this objective is to increase the level of consumer trust especially for Muslim travelers from the Middle East. Malaysia, as a Muslim country that prioritizes the comfort and suitability of its Muslim people and visitors, perfectly meets the needs of Muslim travelers. Many of Malaysia's hotels, including foreign hotel chains, provide their guest rooms with *Qibla* instructions and prayer mats. Travel agencies offer a range of Islamic trip bundles that meet religious needs, such as prayer breaks during trips and Halal meals. In every district of the country, traveler can easily find mosques and prayer rooms, tourist attractions, shopping malls, airports, parks and most public places. Malaysia's sole Halal certification agency, Halal foods accredited by the Department of Islamic Development Malaysia can also be easily found in Malaysia (ITC, 2014).

Table 2. 5 Levels of Muslim friendly hotels in Malaysia

Levels of Muslim friendly hotels in Malaysia.

Type	Islamic services
Basic	Halal food, no alcohol, Qiblah signage, prayer mat, bidet in the room
Intermediate	Separate recreation facilities for male and female, Musolla, no adult entertainment, prayer time, Mosque location
Extensive	Zakat counter, Islamic related brochure, classes, Azan at floor level, Islamic tourism packages

Source: Adapted from Salleh (2014)

With the commitment and attention provided by the government, Malaysia is the world's leading Halal pivot having greatly helped the growth of Malaysia as a modern Muslim tourist attraction in current years. The miscellaneous natural bases, the attractive equatorial climate, the rich multiracial cultures, and easily accessible Muslim friendly conveniences and accessible Muslim local culture contribute to Malaysia's popularity as a travel destination for Muslim travelers.

The growth of the Halal Master Plan is a major accomplishment for Malaysia as it addresses the issue of certification, sectorial improvement, and integrity of Halal, implementation, timeframes and responsibilities, projecting the global image of the country as an authority in matters of Halal goods.

2.10.1.2 Indonesia

While Indonesia has five authorized religions and hundreds of ethnic groups, 12.7 percent of the world's Muslims contribute to the world's leading Muslim population. Around 222 million people or 87 percent of the population are Muslims according to a recent report (Lipka, 2017). Indonesia is the top prospective country in Asia with the opportunity to shift its tourism industry's primary focus towards the Halal tourism direction. Indonesia has strongly dedicated itself to the road of becoming the world's vital Halal tourism destination in 2016. By achieving 12 awards out of 16 categories in total, the country dominated the 2016 World Halal Tourism Competition (The World Folio, 2016). The winners were announced at the award ceremony held in Abu Dhabi, United Arab Emirates, on December 7, 2016.

Halal tourism as part of the domestic tourism industry has decent economic opportunities in Indonesia (Jaelani, 2017). In the creation of Halal tourism, Article 1 of the Law of the Ministry of Tourism No.2/2014 on Guidelines for the Implementation of Shariah Hotel Sector, referring to the Shariah Principles as a restricted fatwa and/or approved by the Majelis Ulama Indonesia (MUI) Council of Indonesia. Over the past few years, the Indonesian government has also focused on Halal tourism. Global awareness of the growth of this sector in Indonesia is also increasing. Through the year of 2015 World Halal Travel Summit which was held at Abu Dhabi, Sofyan Hotel Betawi (located in Jakarta) attained the Best Halal Hotel award (The World Folio, 2016).

Indonesia is acquainted as a renowned holiday destination for Muslim visitors. Places of devotion are willingly reachable with more than 6,00,000 mosques in place through the country. The country offers a comfortable and kind environment for Muslim visitors apart from the popular sun and beach perfect for Muslim couples for honeymoon vacations. The warm weather, inexpensive travel expenses, and the readily accessible variety of Halal food options have added to the satisfaction of Muslim travelers.

It is released by Majelis Ulama Indonesia (MUI) for Halal certification. Declaring the "Halalness" under Islamic law of a commodity. Arifin, Muhtadi and Herianingrum (2019)

reported that this Halal certification is a prerequisite that give permission the inclusion of Halal labeling on product packaging by approved government agencies. Halal certification procurement consists of nutritional products, medical products, cosmetics and other products.

2.10.1.3 Pakistan

For a number of political and security reasons, Pakistan is not accurately recognized as a tourist hotspot. Nowadays, while stressing the renewed sense of security Pakistanis are trying to draw tourists back with charms such as scenic landscapes of Khyber Pakhtunkhwa, the secretarial province in the country's northwest zone. A significant plan of the new government under Imran Khan is to increase tourism opportunities.

In 2018, Pakistan was ranked as the world's top adventure travel destination by the British Backpacker Society identifying the country as one of the pleasantest countries on earth with mountain scenery beyond the wildest thoughts of anyone (Jamal, 2018). In the same year, in collaboration with the Halal Research Council (HRC), the Islamabad Chamber of Commerce and Industry (ICCI) organized an awareness roadshow to raise awareness among the business community about the Halal industry's export potential for both Muslims and non-Muslims.

In 2017, close to 1.75 million tourists visited Pakistan. The overall contribution of travel and tourism to GDP was 2.349 billion Pakistani rupees equal to 7.4 percent of GDP in 2017 according to the World Travel and Tourism Council (WTTC) annual report in 2018. The same report reported that in 2017, investments in the sector totaled 410.4 billion Pakistani rupees and that it is projected to increase by almost 4% over the next 10 years.

2.10.1.4 Saudi Arabia

Because of the annual pilgrimage to Makkah by Muslims worldwide, Saudi Arabia has been the most significant universal tourism destination (Ahmed, 1992). The key focus of tourism growth in Saudi Arabia has been the idea of multi-ethnic-oriented cultural and pilgrim tourism (Al-Hamarneh and Steiner, 2004). For transport, lodging, entertaining, food and drinks in the tourism industry, trillions of dollars have been transferred internationally every year to Saudi Arabia (Ahmed, 1992). Saudi Arabia has moved its tourist growth beyond the conventional Islamic pilgrimage over the last few decades (Al-Hamarneh and Steiner, 2004).

In cultural and heritage tourism, sports tourism, eco-tourism, leisure and festival tourism, shopping tourism and adventure tourism Saudi Arabia is expanding its tourism industry (SCTH, 2016). In addition, by providing local training such as the "Development of Skills in

Dealing with Tourists" program prearranged by the Saudi Commission of Tourism and National Heritage, the government has been very caring of promoting tourism in Saudi Arabia (SCTH, 2016).

Compared to other Muslim countries, Saudi Arabia is exact serious about the Shariah law to be enforced in their kingdom (Battaour et al., 2010). Therefore, Shariah compliance is a must in the tourism industry, and hotels in Saudi Arabia are grateful to comply with unique guidelines (Henderson, 2010). This has created the terminology of Shariah compliant hotel which has unique characteristics such as no alcohol to be served or consumed on the premises, Halal foods, Qur'an, prayer mats and arrows indicating the direction of Makkah in every room, beds and toilets arranged so as not to face the direction of Makkah, bidets in bathrooms, prayer rooms, sufficient entertaining, Muslim staff predominantly (Rosenberg and Choufany, 2009; Henderson, 2010). Centro Salama and Centro Shaheen in Jeddah, Al Marwa Rayhaan in Makkah, Centro Olaya, Centro Waha and Rosh Rayhaan Hotels and Resorts by Rotana are the instance of Sharia compliant hotel in Saudi Arabia (Rotana Hotels, 2019).

2.10.1.5 United Arab Emirates (UAE)

As various Muslim-majority and even Muslim-minority countries are taking steps to draw the most Muslim visitors in order to take a high share of this emerging market and one of these countries is the UAE which provides tourists from around the world with one of the world's best tourism opportunities. Since tourism is an important sector in the UAE governments newly adopted non-oil-based economic policy, we can safely assume that they are well aware of the prospects of Halal tourism for the growth of the non-oil sector.

With an estimated USD 17.6 billion spent by citizens outside the country during 2017, the UAE ranks highest in Halal-based tourism spending worldwide (Dubai Chamber of Commerce and Industry, 2018). The results were published ahead of the Summit on the Global Islamic Economy to be held in Dubai from 30 to 31 October in 2018 (Global Islamic Economy Summit, 2018). Because of numerous vital issues including its competitive business climate a wide range of travel and tourism activities, advanced Information and Communications Technology (ICT) readiness and world-class airport infrastructure the UAE was named as a destination of choice for Muslim travelers at this summit. According to the 2019-2020 State of the Global Islamic Economy Report, the UAE is the most Muslim-friendly destination in the world offering the best facilities for Islamic faith travelers (State of

the Global Islamic Economy Report, 2019-2020). To appeal Muslim travelers from all over the world the UAE emphases on its shopping attractions especially in Dubai and Abu Dhabi.

2.10.1.6 Iran

The Islamic Revolution in Iran had a substantial influence on the tourism industry (Arasteh & Eilami, 2011). A strong announcement was made by the government to only raise income from Halal sources. After the revolution gaming centers, pubs and unisex salons were therefore enforced to shut down along with the prohibition of female representations in tourism promotion. A new dress code was also planned by the Chairman of the State Tourism Committee to discourage tourists from wearing revealing clothing.

In order to realize the objective of attracting 20 million tourists annually by 2025, Iran wants to make Halal tourism an emerging economic engine (TehranTimes, 2017). From 4 to 7 December 2017, Iran organized the first International Conference on Halal Food and Industry in Tehran with the slogan of *"Halal Orientation, The Latest Global Trend"*. Halal-certified goods together with adequate accommodation facilities, food quality and religious, historical and cultural attractions have made this form of tourism the perfect hub for the province of Iran. Iran Cultural Heritage, Handcraft and Tourism Organization (ICHTO) offers Halal certificates to promote Iran as an ideal Halal tourist location in the world market. The Cultural Heritage, Handicrafts and Tourism Organization of Iran claims that Iran has more than 90 percent of the Halal tourism infrastructure (ICHTO, 2018).

2.10.1.7 Bahrain

In Bahrain, alcoholic beverages have been replaced with juices to draw Halal visitors from the Muslim world. Meanwhile, the government has forbidden the serving of alcohol in one- and two-star hotels and the holding of live music occasions (Pizzi, 2014). The government decided to pursue a law that banned the country from selling alcohol.

In 2016, the Bahrain Institute of Banking and Finance (BIBF) launched "The Convergence of the Halal Market and Islamic Wealth" as the world's first master class of its kind. It focused on the Islamic Finance industry methodology that leverages Halal food, family tourism, clothing and apparel, media and recreation, pharmaceuticals , and cosmetics, the global Halal eco system, and outlines their geographical and consumer potential profile as a source of Investment Avenue to raise bottom line earnings (Salama, 2016).

2.10.1.8 Qatar

The latest 2019 Global Muslim Travel Index reveals that Qatar is one of the OIC Member States' top 10 Muslim-friendly tourist destinations (GMTI, 2019). According to this analysis, Qatar obtained 68 scores in the parameters set to pick Muslim friendly tourist destinations with different considerations such as visa requirements, knowledge of Muslim travelers, family-friendly destination, eating alternatives and Halal assurance, access to spaces of prayer and many more. In Qatar, one of the chief focus areas for the development of tourism is the balance between maintaining heritage buildings and constructing new attractions. In addition, most hotels in Qatar provide their guests with prayer facilities such as prayer rooms, prayer mats, prayer schedules, and in-room *Qibla* signs (COMCEC, 2016). While Muslim-friendly facilities are offered by a growing number of hotels in Doha, prayer conveniences are very common in all but all shopping malls and theme parks. Qatar was the host of the World Halal Day on 1st November, 2018.

Qatar is considered the fifth Muslim-conscious nation to draw tourists from all over the world. Doha, the Qatari capital was recently shown by Halal Trip as one of the major top cities for Muslim tourism (HalalIncorp, 2016).

2.10.1.9 Turkey

In developing the Halal tourism concept Turkey has become the key mention point for other Middle East countries and carry on to enhance their facilities in this notion (Carboni, Perelli & Sistu, 2017). The establishment of the Ministry of Tourism and Promotion in 1963 is largely responsible for Turkey's tourism industry (Duman, 2011). Turkey has a lot of potential in the tourism industry because it has breathtaking views of beaches, mountains, caves, and underwater areas. Antalya, Istanbul and Mugla are three major cities for tourism. The growth of the Halal tourism industry began in 2002, following elections in which a conservative political party known as the Justice and Development Party, took control of the government. The Halal tourism industry grows in tandem with the economic and political development of Turkey's conservative Muslims.

In Turkey, the Halal tourism concept is primarily helpful in accommodation services (Duman, 2011). Halal food is not a pressing concern as 98 percent of the Turkish population is Muslim as most items are associated with the Halal principle (Akyol & Kilinc, 2014). While the existing law issued by the Ministry of Culture and Tourism does not explicitly

forbid the sale of alcoholic drinks, the criteria do not clearly state that four-star and five-star holiday villages have on-site bars and discotheques or nightclubs open or closed (Duman, 2011). The first hotel to receive a Halal certificate from the World Halal Association was Adenya Hotel and Resort (Akyol & Kilinc, 2014). Turkey hosted the International Halal Tourism Congress and the annual World Halal Summit in 2018 (Spotblue, 2018).

2.10.1.10 Tunisia

One of the first Muslim countries to join the international tourist market was Tunisia (Bouzahzah & Menyari, 2013), concentrating primarily on visitors from Western Europe (Poirier, 1995). In addition to one of the most noticeable earners of hard currency and private sector employment generators, it soon became a foremost supplier to the national economy (Tang & Abosedra, 2014). The country specializes in all-inclusive Triple-S packages (sun, sea and sand) at seaside resorts (Klabi, 2014; Mansfeld & Winckler, 2015).

Tunisia attracts tourists from all corners of the globe from stunning beaches along the country's thousand-kilometer Mediterranean coastline to ancient ruins and the vast Sahara. Sandwiched between Morocco and Algeria, this gem is a spot for worshipers of the sun, friends, romantics, vultures of music, history buffs and generally everyone looking for an unforgettable adventure.

Two horrific terror attacks in 2015 made Tunisia a no-go for travelers, but visitors are now beginning to rediscover what made it such a popular destination for Halal travel. Two major foreign tour operators, Thomas Cook and TUI have already started taking holidaymakers and the number of travelers from Europe has risen by 20 percent and from OIC and neighboring Muslim countries by 31 percent according to the Tunisian Ministry of Tourism (Hussain, 2018). According to the Mastercard and CrescentRating study called the Global Muslim Travel Index, Tunisia is in the top three Halal tourist destinations in Africa in 2018 (GMTI, 2018).

2.10.1.11 Egypt

An explosion of Islam-inspired ventures has been seen in Egypt, a nation that has seen Islamists gain political traction since the overthrow of the former regime in the 2011 mass uprising. Halal tourism in Egypt ensures that one can see the most important landmarks of civilization from the pyramids and the Egyptian Museum and the view of the Islamic civilization in the period of its rise and enjoy the magic of Alexandria all this within the

framework of Halal. In case of hunting down an out of the case Halal Tourism then Egypt get-away bundles are ideal. A dazzling point of view of Pyramids in Cairo, the amazing River Nile, a groundbreaking Nile Cruise voyage and yes not to ignore some sensuous belly dancing also. Halal Tourism is an amazing and unprecedented experience.

Egypt Holidays objectives Sharm El Sheik and Hurghada are ideal for family get-away and is correspondingly pleasant for all age get-togethers. The Shariah compliant hotels have taken additional steps to confirm the enforcement of the Halal tourism principle (Saad, Ali & Abdel-Ati, 2014). Sheikh Abdel Aziz Ibrahim, owner of the Grand Hyatt Hotel in Egypt, for instance, ordered his workers in 2008 to void every alcohol bottle on the premises into the Nile River (Shenker, 2008).

2.10.1.12 Oman

The Sultanate of Oman remains a predominantly Islamic republic despite Portuguese and African influences. Thus, Halal holidays are extremely popular in Oman. In reality, in the past few years, several Arab corporate giants have joined up with hotel chains to develop exclusive properties that comply with Sharia rules cashing in on the Islamic tourism trend in Oman (COMCEC, 2016). Muscat, the capital of Oman, will be the brightest jewel on the necklace of dazzling holidays from stunning mosques in the region to breathtaking nature and wildlife outside inhabited areas. Halal travel packages are offered by nearly all resorts in Oman. More so because, for a few years now, the Omani government has been actively promoting Islamic tourism in Oman.

With its Tourism Vision 2040 recently laid out, Oman plans to draw more than five million foreign tourists per year by 2040, double the figure of 2.5 million in 2015, which would contribute to 6 percent of GDP compared to the current 3 percent (Hasan, 2016).

2.10.1.13 Other Islamic Countries

Beside the above mentioned countries there are many other Islamic countries like Kazakhstan, Azerbaijan, Nigeria, Algeria, Lebanon, Morocco, Kuwait, Uzbekistan, Kyrgyzstan, Jordan are in the top 20 OIC destinations in 2019 for Halal tourism (GMTI, 2019). These countries are also available Halal hotel services, Halal services of airlines, Halal food services in restaurants, Halal activities of tour packages and Halal financing.

2.10.2 Halal tourism in Non-Islamic countries

The behavior of Muslim travelers has changed at the present moment where they are now searching for destinations that can offer high standards of facilities and satisfy their requirements. Basically, they are searching for destinations that can offer them with Muslim-friendly equipment. Some non-OIC countries have taken measures to improve this, upgrading their facilities and services to meet the requirements of Muslim travelers.

2.10.2.1 Singapore

In tourism perspective, Muslim travelers notice and seek certain kinds of needs. For instance, they are looking for Halal food, prayer services, *Ramadan* facilities, a water-friendly washroom, no non-Halal facilities and finally confidential entertaining facilities and services. In non-OIC categories, Singapore is in the top spot, ranked 1 with a score of 65 as per the 2019 Global Muslim Travel Index (GMTI, 2019). In essence, Singapore has provided additional Halal facilities based on Halal food, mosque construction and *Ramadan* facilities to meet the needs of Muslim travelers during the fasting month. In Singapore, there are several destinations that have restaurants accredited by Halal. Halal recognized restaurants such as the multinational food chains such as Pizza Hut and McDonalds offer a wide range of cuisine in Singapore. Over 2600 premises in total were approved Halal by Majlis Ugama Islam (MUIS) until 2013 according to Henderson (2016) or may be named the Islamic Religious Council of Singapore.

More than 70 mosques for Muslims have also been built in Singapore and these mosques are essentially located in the key positions and can easily be spotted by Muslim travelers (Kessler, 2015; COMCEC, 2016). CrescentRating is one of the Singaporean companies based in Singapore on the expansion of Halal-friendly travel and services. The facilities that include Halal food, Halal approved restaurants, prayer facilities and Halal friendly accommodation for both Muslim and non-Muslim tourists are labeled as the World's Leading Authority on Halal and Muslim Friendly Travel. Singapore is also top of the list of non-OIC destinations and might be seen as welcoming as the destinations of the OIC (Kessler, 2015). In Singapore in the Far East, Halal Trip advises Muslim travelers on destinations and places to visit (HalalIncorp, 2016).

2.10.2.2 Thailand

Nurdiansyah (2018) reports that the Thai government knows that travel industry is one sector of economic growth that is significant. Since 2015, Halal Tourism has been considered to be one of the specific stratagems for the promotion and growth of sustainable tourism in Thailand. Demand and supply of Halal tourism are linked to the variables of this strategy. In addition, Thailand has the potential to appeal to Muslim travelers as it is considered to be one of the Muslim friendly nations by offering Arabic-speaking workers, Halal food choices, airport prayer facilities, Muslim-friendly hotels and restaurants and tourist attractions.

The six million Muslim population of Thailand and the range of Muslim-friendly goods and services play a significant role in catering to the increasing number of tourists and visitors from all over the world. As normal, western travelers make up most of Thailand's travelers while the highlights go to the rise of Muslim travelers. Despite the fact this is not a Muslim country like Malaysia and Indonesia, Muslim travelers were attracted by Thai hospitality, lifestyles and facilities available. Around 90 percent of the visitors of this country are Muslims who come primarily to Thailand for leisure and medical checks. When the weather is hottest in the Middle East, the high season for Muslim tourism in Thailand is June and July (Mcclatchy Tribune, 2015). Bangkok's Suvarnabhumi Airport was ranked as the most Muslim-friendly airport in a non-Muslim country in 2015 by the Halal travel website Crescent Ranking (GMTI, 2015).

For beach-loving visitors, the Thai island of Phuket and other provinces along the Andaman coast are well known as foremost destinations. It is a little-known fact that in Phuket and its surrounding areas Muslims make up around a third of the population. They are happy to welcome tourism to Halal (Afia, 2012). In 2015, in order to concentrate on the Islamic market Thailand launched a smartphone application for Muslims. The Tourism Authority of Thailand (TAT) launched a mobile application aimed at guiding and recommending Muslim friendly goods, services and facilities during the ride. The app is an online and offline guidebook for iOS and Android that will help Muslim tourists locate mosques, Halal restaurants and hotels, shopping centers with prayer rooms and other facilities nationwide. In 2016, the first Halal Hotel Al Meroz, built to meet the requirements of Muslims will mark its first anniversary.

2.10.2.3 New Zealand

In New Zealand, the Halal market is rising in popularity day by day. For 2020, estimated travel spending values were USD 195 million (Tomahawk, 2018). Although Hall and Sharples (2003) and Hall et al. (2003) approved that wine plays a significant role in attracting tourists as the taste of wine differs from region to region, New Zealand, a non-Muslim nation, took an interest in providing tourists with Halal food (Hassan and Hall, 2003). Tourism New Zealand announced that due to the availability of Halal slaughtered meat in the region, New Zealand has the prospective to be a tourism destination for Muslim visitors (Hassan & Hall, 2003). This is because, according to the Shariah legislation, about 80 percent of sheep and 50 percent of cattle are slaughtered.

In addition, the Middle East is also one of New Zealand's largest exporters of meat and dairy products. While New Zealand has a high rate of slaughtered meat, it is still argued by Muslim tourists and natives that the supply of Halal food is rare. In New Zealand, many restaurants and food companies had no Halal certification by an acknowledged Muslim authority that generated doubt among Muslims. The Federation of Islamic Associations of New Zealand (FIANZ) has therefore taken the initiative to write to the Minister of Consumer Affairs to fix this problem by offering certain guarantees and means of detecting Halal foods in New Zealand (Hassan & Hall, 2003).

2.10.2.4 Japan

The amount of Muslim tourists entering Japan has risen dramatically in contemporary years and although the country has only a very minor section of the Muslim population, efforts to improve facilities and services to cater to the Muslim tourist market have been stepped up by tourist associations and businesses. Singapore maintained its top spot in the Global Muslim Travel Index among the non-OIC countries, but Japan managed to increase its overall ranking to third place in 2019 (GMTI, 2019). In the past, owing to language barriers, cultural disparities with Muslims and greater appreciation of the Yen currency, Japan was regarded as an unpopular tourist destination. In addition, the country is located very far from the main Muslim markets, especially in Southeast Asia, the Middle East and North Africa. As the nation is more open to tourism and Islam among many Muslim nations Japan has eased visa entry requirements and is planning to receive more Muslim tourists in the upcoming year.

While Japan is not a member of the OIC, the government of Japan has taken steps to rise the convenience of Halal food and other Muslim-friendly services. This is for the reason that Muslim travelers in Japan are from Malaysia and Indonesia according to Samori et al. (2016) and the amount of Muslim travelers is projected to rise annually so Halal tourism is particularly significant for their market.

Halal food, prayer places, mosque availability and a water-friendly washroom are the priority of Japan in providing Halal tourism. There are numerous Halal restaurants with Halal certification especially in large cities in Japan such as Osaka, Kyoto and Tokyo since Muslim travelers are often interested in Halal food (Samori et al., 2016). In addition, there is also Manhattan Fish Market that offers 100% Halal components for its menus and other hostels such as Ryokan, a traditional Japanese hostel that also serves Halal meals. The availability of Halal meals in the destinations would inspire them to visit them and also provide Muslim travelers with a fresh experience to try renowned gastronomies such as Udon and Ramen (Battour and Ismail, 2016; Samori et al., 2016). As one of the example of Muslim-friendly facilities is a prayer room complete with wudhu facilities to make it easy for Muslims to conduct their prayers, Japanese International Airports, Narita International Airport and Kansai International Airport have constructed these prayer rooms (COMCEC, 2016; Samori et al., 2016).

2.10.2.5 United Kingdom (UK)

A popular destination among Muslim travelers, the United Kingdom is home to a large percentage of Muslims, most of them live in England and Wales. Islam is considered to be the country's second largest faith with most towns having clusters of concentrated Muslim areas. There are many ethnicities in the Muslim community but the majority are of British-Asian descent. Most cities in the UK have prayer facilities in some places, however, it may be more difficult to find Halal food. As most of the towns are Muslim friendly and have sufficient facilities, Muslim tourists planning to visit the UK would be messed up for options.

In 2019, United Kingdom ranked third in the Non-OIC destinations beating Hong Kong, France, Spain and many others (GMTI, 2019). Part of the achievement was attributed to its air connectivity, ease of communication, Muslim friendly destination, and ease of prayer places that could be derived from its Muslim domestic population.

Muslim History Tours, who have given speeches on Halal tourism in the UK to the National Tourist Office Visit Britain and local authorities is a key player in Halal tourism in the UK and provides consultancy to shopping endpoints to make services user-friendly for Arab and Muslim tourists. Some of the other destinations that Muslim travelers can visit in the UK are London, Bradford, Luton, Blackburn, Birmingham, Dewsbury, Leicester, Derby, Manchester and Liverpool, the top Muslim-friendly destinations in the United Kingdom, compiled by HalalTrip. These cities have a significant Muslim population, thus providing many Muslim friendly facilities to their Muslim tourists. There are prayer facilities and Halal restaurants in each of these cities that visitors can use. The availability of these services will make holidays in the United Kingdom a fun experience for Muslim travelers (HalalTrip, 2014).

2.10.2.6 United States of America (USA)

When the Muslims not too sure about Halal-friendly facilities offered in that particular destination in the USA, most Muslims are careful where they travel to on holiday. And so, when it comes to finding Halal food and mosques, Muslims traveling to the United States of America should be mindful that most of its cities have a significant Muslim population, thereby giving tourist's peace of mind.

Muslim visits to the United States of America have now become a hot subject. Based on the latest reports released by CrescentRating showed is how the USA numbers stack up in terms of the Muslim travel industry. According to the GMTI in 2017 of MasterCard and CrescentRating, which gave the USA, an overall index score was 48.6, while the global index score average for 140 countries in the index was 54.7 (GMTI, 2018). Given recent actions by the White House administration and potential safety risks to Muslim visitors, it can be predicted to an increase in Muslim arrivals to the USA. Muslim tourists are one of the largest USA tourist markets, but few brands promote and take into account their needs. Confusion and mixed signals are created by USA travel and airline laptop bans. In 2014, Muslim visitor arrivals to the United States were about 2.57 million and the expenditure was USD 7.7 billion, and it's increasing day by day (CrescentRating, 2015).

2.10.2.7 Australia

Though Australia is one of the top ten non-OIC destinations in the year of 2018 by GMTI but it has failed to secure its position in the top ten for the year of 2019 (GMTI, 2019). Australia is one of the most preferred destinations for Muslim travelers around the world especially for Middle Eastern tourists. Australia is a more accessible destination than in the past. Most

major airlines from the Middle East are connecting to all major cities in Australia. Halal Tourism Accreditation Australia (HTAA) is working closely with all major airlines to promote Australia as a preferred destination for Muslim travelers. Halal Tourism Australia is simultaneously promoting Australia for Muslim travelers through "Halal tourism Australia".

There are plenty of Muslim-friendly restaurants in Australia that show the Halal sign prominently even though they are self-certified, there is currently no official restaurant certification body in Australia. At the same time, Australia has a robust Halal certification framework for processed foodstuffs and a range of certification bodies, 7 of which are Jabatan Kemajuan Islam Malaysia (JAKIM) recognized. Founded in 1993, the Halal Certification Authority (HCA) is a founding member of the World Halal Council and World Halal Food Council and The Islamic Coordinating Council of Victoria (ICCV) Halal Certification, Australia's largest globally accredited Halal Certification Organization operates across six continents.

By launching a new visitor guide for Muslim tourists in Australia, Tourism Australia has taken a lead on this front reaching out to the Muslim travel market especially from Malaysia, Indonesia and Singapore. A significant achievement for Australia in promoting itself as a Muslim-friendly destination is the launch of the tourist guide.

2.10.2.8 China

The rapidly rising Halal tourism industry is increasingly looking to the large Muslim minority of China as a potential market for growth. With China now the world's biggest source of tourism and one of the Muslim countries' closest markets in South East Asia, it could provide enough business opportunities for Halal travel destinations. Halal tourism in reality, is a non-existent industry that has little chance of taking off in China.

As a great prospective source market for Islamic destinations, China's rising Muslim population has been established. Experts remember that the rapid growth of the Muslim population of China has resulted in an increased demand for travel from China to Islamic faith centers. By 2030, the Muslim community of China is projected to constitute 2.1 percent of the total population of the Republic (CrescentRating, 2015). With 67.5 million trips taken by Chinese travelers in 2014, China is becoming the largest source market of international travel in general. By 2023, annual Chinese arrivals are projected to cross the 97 million mark,

following a growth trend over the next decade of 5.1 percent per annum (CrescentRating, 2015).

Because of its increasing Muslim population and buying power China is a nation with a high prospective to be a Halal tourism destination and a source of holiday enjoyment of Muslim travelers. There are approximately 22 million Muslim people in China and 30,000 mosques with over 40,000 Imams and Islamic scholars (Neriah, 2017).

The dedication of the China National Tourism Administration, the Alliance of Southeast Asian Nations and enrichment in diplomatic relations have overcome the exponential growth of Muslim tourism in China (Wang, Ding, Scott & Fan, 2010). Since China is the largest outbound market, there is a new challenge for tourism players to appeal more travelers from China to visit their countries (Kamarudin & Ismail, 2016). Since May 1953, the China Islamic Association has been founded in Beijing and it confirmations that the religion of Islam is tolerable and the demands of Chinese Muslim travelers continue (Wang et al., 2010).

2.10.2.9 Taiwan

In a bid to diversify its flagging tourism industry which has suffered from overdependence on China, Taiwan aims to draw more Muslim tourists from Southeast Asia (Fulco, 2018). Taiwan is changing its conventional tourist attractions to promote Muslim tourists as Chinese arrivals decline from Halal fried chicken to hot springs hotels with prayer facilities. To draw more tourists from the Gulf countries as well as from Malaysia and Indonesia, Taiwan is making its tourism more Muslim-friendly. In 2019, Taiwan won the third highest worldwide non-OIC destination shared with the United Kingdom and Japan (GMTI, 2019).

The nation is making an effort to provide visitors with a Muslim-friendly climate. The country has established a special section for Muslim tourists on the official tourism webpage. It helps them find appropriate options for dining and lodging as well as mosques across the country. Currently, Taiwan has at least 324 accredited Halal restaurants located across the country. All of these restaurants are usually shown at the entrance with a certificate to prove their Halal status (Spencer, 2018).

2.10.2.10 Germany

Germany is home to five million Muslims, the second largest in Europe and this number is ever growing. Coupled with the growing volume of Muslim tourists flying in all year round,

the demand for Halal market clearly becomes greater. With Muslim friendly tourism on the rise in Europe, Halal conscious travelers are now looking beyond Muslim countries for travel options (CrescentRating, 2014). Germany is the chosen destinations for business or medical trips for Muslims as well as non-Muslims from all over the world.

Access to Halal food will be abundant due to the substantial Muslim population in the region, offering Muslim tourists to Berlin a plethora of dining options to choose from. Usually, Halal cuisine at restaurants ranges from Lebanese to Turkish food as well as Moroccan, Middle Eastern and Indian signature dishes. In Berlin, there are over 70 mosques including the Berlin Ahmadiyya Mosque, the Sehitlik Mosque, the Omar Ibn Al-Khattab Mosque and the Khadija Mosque. The Berlin Ahmadiyya Mosque also known as the Wilmersdorfer Moschee was founded in 1924 and is the country's oldest mosque.

2.10.2.11 Other Non-Islamic Countries

Beside the above mentioned countries there are many other non-Islamic countries like Russia, Canada, Philippines, Ireland, India, Tanzania and others are also in the top Muslim inbound destinations in many years by Mastercard and Crescentrating Global Muslim Travel Index (GMTI, 2019). For instance, as one of the hotel's kitchens is certified Halal the Aerostar Hotel in Moscow is Muslim friendly (Sboros, 2014). In 20 of their quarters, the hotel offers a copy of the Quran, a prayer mat and the path of the Qibla. Halal is approved for the shampoo and soap offered in the rooms. There are two prayer rooms available, one for males and one for females. By offering Quran copies, prayer space, and Arabic-language TV channels, Fairmont Makati and Raffles Makati hotels in the Philippines are becoming Muslim friendly (TTG Asia, 2014).

2.11 Existing Literature on National and International Study

There is no suspicion that a large number of research work on the field of tourism and Halal tourism as a subcategory of it have been done throughout the world. But surprisingly, relatively few works and literature on the Halal tourism in Bangladesh have been found yet.

The following table will represent the existing literature on Halal tourism:

Table 2. 6 Existing literature on National and International Study

Authors & Year	Description
Ahmed, 1992	Saudi Arabia has been the most important international tourism destination mainly due to the annual pilgrimage to *Makkah* by Muslims worldwide. Billions of dollars were transferred internationally every year for the transportation, accommodation, entertainment, food and beverages in the tourism industry.
Hassan & Hall, 2003	Tourism New Zealand stated that New Zealand has the potential to the tourism destination for Muslim tourists due to the availability of Halal slaughtered meat in the country.
Al-Hamarneh & Steiner, 2004	Over the recent decades, Saudi Arabia has shifted their tourism development beyond the Islamic traditional pilgrimage.
Shenker, 2008	The Shariah-compliant hotels had taken extra measures to ensure the Halal tourism concept was implemented in Egypt.
Arasteh & Eilami, 2011	The Iran Islamic Revolution gave a great impact to the tourism industry. Halal-certified products, along with appropriate lodging infrastructure, food quality and religious, historical and cultural attractions, have made the province Iran's perfect hub for this form of tourism.
Duman, 2011	The Halal tourism concept in Turkey is primarily useful in the accommodation facilities.
Afia, 2012	The Thai island of Phuket and other provinces along the Andaman coast are ready to welcome Halal tourism.
Pizzi, 2014	The alcoholic drinks were replaced with juices in Bahrain to attract Halal tourists from the Muslim world. Meanwhile, in Bahrain, the government had banned serving alcohol in one and two-star hotels as well as hosting live music events.
HalalTrip, 2014	The availability of Halal facilities is sure to make holidaying in the UK an enjoyable experience for Muslim travelers.

Klabi, 2014; Mansfeld & Winckler, 2015	Tunisia specialized in Triple-S (sun, sea and sand) all-inclusive packages at seaside resorts is ready to welcome Muslim tourists.
Kessler, 2015	Singapore is topmost in the list of non OIC destinations and can be considered as friendly as the OIC destinations.
Samori et al., 2016	Since Muslims travelers are always concern on Halal food, there are many Halal restaurants with Halal certification especially in big cities in Japan such as Osaka, Kyoto and Tokyo.
COMCEC, 2016	Majority of hotels in Qatar provide prayer facilities to their guests such as prayer rooms, prayer mats, prayer timetables and *Qibla* signs in the room.
Hasan, 2016	Many Arabic corporate giants have tied up with hotel chains in the past few years to build exclusive properties compliant with Sharia laws, cashing in on the trend of Islamic tourism in Oman.
Jaelani, 2017	Halal tourism in Indonesia has respectable economic prospects as part of the national tourism industry.
Carboni et al., 2017	Turkey has been the key reference point for other Middle East countries in developing the Halal tourism concept and continues to improve their services in this concept.
Spencer, 2018	Taiwan currently has at least 324 certified Halal restaurants located all over the country. All of these restaurants have a certificate to prove their Halal status usually displayed at the entrance.
GMTI, 2019	For the first time since the launch of the Index, Malaysia will share the top position with another destination, Indonesia. Indonesia's lift in ranking reflects their efforts to educate the industry on the opportunities presented by the Muslim travel market. Turkey has also risen to the third position. Singapore continues its top position among non-OIC destinations.

Source: Researcher's own compilation

2.12 Theoretical Framework

The literature on tourism has not established any widely accepted theoretical framework(s) from which progress towards sustainability can be measured. Indeed, skepticism has been faced by the few theoretical works that have been offered in this field (Collins, 2001). Such skepticism is understandable in view of the highly practical nature of tourism literature, formal theoretical models can be regarded as nothing more than complex mathematical abstractions whose findings are largely motivated by ad hoc assumptions. As Henderson and Quandt (1971) state,

> "Theories represent simplifications and generalizations of reality and therefore do not completely describe particular situations. . . . [G]eneral theories are fruitful because they contain statements which abstract from particulars and find elements which many situations have in common. Increased understanding is realized at the cost of sacrificed detail."

However, numerous models have been developed to describe the Halal tourism perspective. Butler's Tourist Area Life Cycle (1980), Social Exchange Theory (1992), The Dependency Theory of Development (1950), Gap Model of Service Quality (1985) and Stakeholder Theory (1984) are most often raised to explain Halal tourism issue. Here for the present research Stakeholder Theory (1984) and The Dependency Theory of Development (1950) are taken for discussion and finding out the necessary research framework.

2.12.1 Tourism Stakeholder Theory

In the last fifty years, the term 'stakeholder' has come to have a particular meaning in discussions of business management and tourism sector. According to R. Edward Freeman's history of the term,

> "The actual word 'stakeholder' first appeared in the management literature in an internal memorandum at the Stanford Research Institute (now SRI International Inc.) in 1963. The term was meant to generalize the notion of stockholder as the only group to whom management need be responsive. Thus, the stakeholder concept was originally defined as 'those groups without whose support the organization would cease to exist'."

One of the most widely used models according to the stakeholder theory is the one that presents the creation of an entity identified by its relationships with different groups and individuals consisting of workers, clients , suppliers, governments, and community members called the stakeholder theory (Freeman, 2010). From Freeman's concept of a stakeholder, it is

clearly understood as "any group or person who may influence or is influenced by the achievement of the goals of the organization" (Freeman, 2010). The model argues that stakeholders can and inevitably have a direct effect on any management-related decision making (Jones, 1995). As Freeman (2010) says, "You have to deal with those groups that can impact you to be an effective strategist, while you have to deal with those groups that you can influence to be sensitive (and effective in the long run)". From the tourism perspective, Freeman's (2010) key role in the theory is arguably the ability to understand the key concepts in which the first is the need to be conceptualized by the tourism planner(s) to fully consider the needs of all stakeholders in the tourism service planning, delivery and/or outcomes process. Typically, rather than the different kinds of people/groups that influence or are impacted by the tourism service, only the most visible stakeholders, tour and travel operators, business owners and government officials are taken into account. However, a helpful stakeholder map, adapted for a tourism initiative by Freeman (2010), is recommended as follows:

Figure 2. 7 Tourism Stakeholder Map
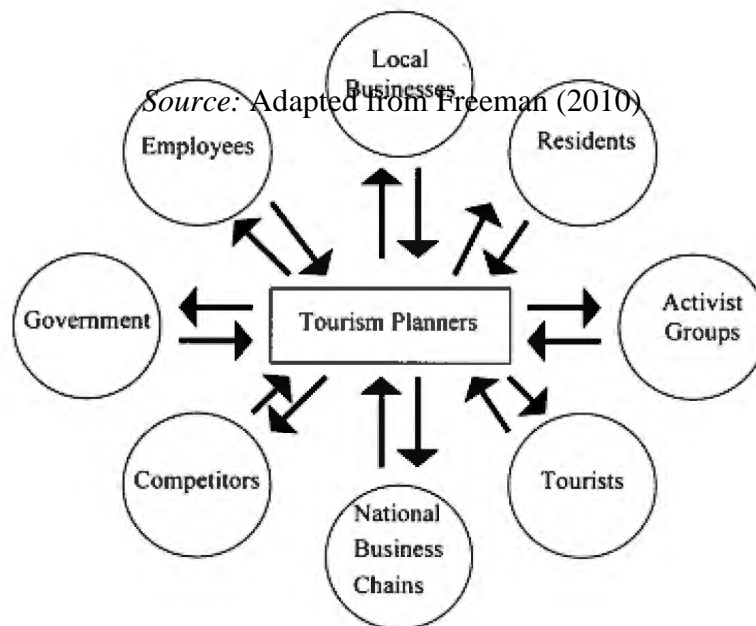
Source: Adapted from Freeman (2010)

Accordingly, various types of corresponding and challenging organizations, several markets, infrastructure and a variety of public/private connections generate complex and highly fragmented supply systems in every tourism destination. The "destination" is the most manageable primary research unit for tourism as this is where the entirety of cumulative

interactions between visitors (demand), industry (suppliers), and hosts (including residents and the environment) can be studied for a given destination. Therefore, the stakeholder principle was extended to tourism within a destination context, a theory borrowed from strategic management literature to manipulate corporate stakeholders to accomplish organizational goals.

The UNWTO describes major tourism development partners as the industry, supporters of the environment and community/local authority. The legitimate stakeholders of urban tourism growth are industry and government (at state, provincial and municipal levels), according to the findings of a case study. Similarly, the most important stakeholder groups that should be interested in the implementation of sustainable tourism initiatives are seen to be industry and government (Timur & Getz, 2002).

By offering an array of tourism services, the tourism industry generates business opportunities, employment, revenue and foreign exchange. Transportation, lodging, food and drinks, and travel are part of these programs. The climate, the second partner is the base for the natural, cultural and constructed (man-made) resources that the industry relies on to draw tourists. These stakeholders concentrate their energies on matching the form and scale of tourism operation with the potential of the available resources. Finally, for tourism decision-making, the local population is another member. Residents, municipal government, local business groups, and other local agencies and associations constitute the neighborhood group (UNWTO, 1993b). Each stakeholder group approaches the development of tourism from a different perspective and therefore has distinct objectives in maintaining the development of Halal tourism.

2.12.2 The Dependency Theory of Development

Dependency Theory was developed in the late 1950s under the direction of the Director of the United Nations Economic Commission for Latin America, Raul Prebisch. Prebisch and his associates were troubled by the fact that economic growth in the advanced industrialized countries did not necessarily lead to growth in the poorer countries so they formulate this type of theory. Sometimes referred to as underdevelopment theory, the dependency model gained fame during the 1960s as a critique of modernization theory. Advocates of dependency theory contend that it is not traditions and internal factors that lead to underdevelopment, but instead it is external political, institutional, and economic structures that keep developing countries in a dependent position comparative to developed countries.

As other fields, the dependency theory of development can be applied in the field of tourism development. Dependence can be defined as an explanation of a state's economic development in terms of external political, economic and cultural pressures on the policies of national development (Osvaldo, 1969). The common factor underlying this theory is that, in contrast to developed nations or rather modernized societies in the Western world, most developing countries have a colonial history and are therefore in a dependent role in terms of political, economic and institutional frameworks. These countries are thus indirectly reliant on the developed world.

In the late 1970s and early 1980s, the dependence model made its way into tourism studies (Matthews, 1977). With the recognition that tourism did not carry the primarily anticipated benefits to developed nations, the dependence model in tourism studies gained prominence. The international orientation and organization of mass tourism requires high investment costs, according to Opperman and Chon and has led to a high reliance on foreign resources, know-how and management staff that are not in the hands of developing countries (Opperman & Chon, 1997). Dependency theories claim that, since most visitors in developing countries are from the industrialized world, tourism continues to favor developed countries. These tourists use their own foreign airlines and import from their countries the goods and services which they use in the destination area.

2.13 Research Gap

Previous researches have been conducted on Halal tourism development in developed and developing countries but there is no well-documentation in the field of research of Halal tourism development in Bangladesh. In this context, it is not clear about the prospects and barriers of Halal tourism and its development in Bangladesh.

Even there is also no consensus relating to the Halal tourism development in Bangladesh from the perspective of tourists and management practitioners and its potential ways to overcome the barriers to develop Halal tourism in Bangladesh. Moreover, the previous literature did not have study embodying dependency theory of development to address the intricacy of Halal tourism development in Bangladesh. Beside this, the existing studies have not explored the area of service quality in Halal tourism perspective in Bangladesh. There is a need to evaluate the level of service quality, as the quality service gap is posing threat to almost every service sector and tourism industry is not an exception.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

At the commencement of this chapter the research methods, methodology and Paradigm, research design and the paradigmatic approach of the thesis have been discussed. In terms of information collection method includes research participants, stakeholder identification, sampling method, conducting pre-test and the process of conducting in-depth interview have been discussed in this chapter. Data processing and analysis methods include qualitative data analysis and ethical issues are also discussed here.

3.2 Research Method, Methodology and Paradigm

Research method, methodology and paradigm are closely related to each other (Jennings 2001). Research methods are the tools employed by researchers to collect empirical evidence or to analyze data (Sarantakos, 1998; Stanley & Wise, 1990). On the other hand, a methodology can be 'a model', which leads to theoretical principles as well as a framework that provides procedure about how research is done in the context of a specific paradigm (Sarantakos, 1998; Stanley & Wise 1990). Research methodology is characterized by Schwardt (2007) as a theory of how an investigation can proceed. In a specific approach to investigation, it includes evaluating the assumptions, concepts and procedures. According to Schwardt (2007), Creswell and Tashakkori (2007), and Teddlie and Tashakkori (2006) methodologies describe and identify the types of problems that are worth investigating, what institutes a researchable problem, testable hypotheses, how to frame a problem in such a way that it can be scrutinized using particular designs and procedures, and how to select and develop suitable means of collecting data. Methodology is also explained by Cohen and Manion (1994) as a means,

> "to describe and analyze these methods, throwing light on their limitations and resources, clarifying their presuppositions and consequences, relating their potentialities to the twilight zone at the frontiers of knowledge."

The overlying view of the way the world works is a paradigm, the methodology is the complementary set of guidelines for conducting research within the overlying paradigmatic view of the world, and the techniques are the basic data collection and analysis methods that a researcher can use to gather information about the world and subsequently construct 'theory' or 'knowledge' about the world (Jennings, 2001). Usher (1996) explains a research paradigm as,

> "an exemplar or exemplary way of working that functions as a model for what and how to do research, what problems to focus on and work on."

3.3 Research Design

Research design can be considered to be the rationale or master plan of a study that sheds light on how to perform the research. In order to draw conclusions from the data, a research design is the logic that ties the research intent and questions to the processes for analytical data collection and data analysis (Bloomberg & Volpe, 2008; Rowley, 2002; Yin, 2009). The nature of the study implies or relies on the research paradigm chosen (Creswell, 2009). Leedy (1997) describes research design as a study plan, providing the overall data collection framework. In order to address the research question(s), MacMillan and Schumacher (2001) describe it as a plan for selecting topics, research sites, and data collection procedures. In addition, they suggest that the purpose of a sound study design is to provide findings that are considered reliable. Research design is a theoretical structure for action for Durrheim (2004), acting as a bridge between research questions and the implementation or execution of the research strategy.

Moreover, the research design is a logical sequence that ties empirical data to a study's initial research questions and ultimately to its deductions. The research design can be used as a road map in planning to undertake a research study (Birungi, 2005). Birungi (2005) also mentioned that the purpose of research design is to visualize and imagine how the research will be carried out, what the type of data to be collected, and how much it will cost the researcher. The research design will allow the researcher to obtain relevant and valid data from where the researcher will come in a conclusion (Birungi 2005). Various research methods can be used in research design. In this respect, Bouma (1996), Sarantakos (1998), Davies (2001) and Jennings (2001) suggested qualitative, quantitative and mixed methodology. Jennings (2001) and Shen (2009) argued that quantitative methodology is generally engaged in collecting information small in numbers from census, government statistics or a questionnaire-based survey of a large number of people. On the other hand qualitative methodology refers to the compilation by a small number of people of information from studies, literature or by interviews and observation. The researcher used this research design in this study. Beside this, a descriptive research design was used to establish the perception and expectations of the Muslim tourists' respectively on service quality in Halal tourism perspective in Bangladesh. As the descriptive function of research is heavily dependent on instrumentation for measurement and observation (Borg & Gall, 1989). This approach is appropriate to this study because the study also involved fact-finding and enquiries in several dimension of service quality as they exist at present.

3.4 The Research Process

As shown in the review of the different research concepts above, the researcher must determine the appropriate method(s) to address the problem after defining the research problem or an area of interest. The research method 'onion' of Saunders, Lewis and Thornhill (2003) was adopted in order to give direction to this research. This onion illustrates the range of choices, paradigms, strategies and steps followed by researchers during the research process (see figure 3.1).

Figure 3. 1 The research process onion
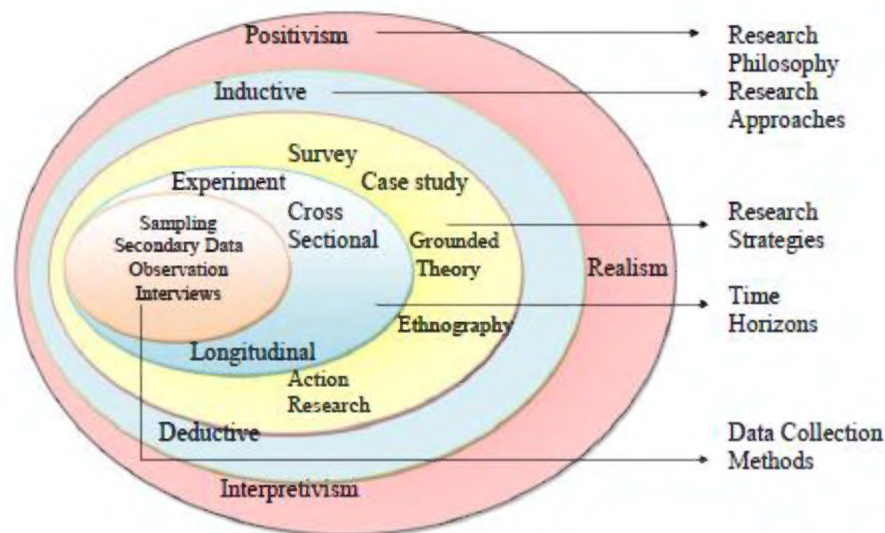
Source: Adapted from Saunders et al. (2003)

The onion analysis method offers an overview of the important problems that need to be taken into account and reviewed before any research is conducted. The various layers of the onion serve as a basis on which to consider the researcher's methodological orientation, the research methodology adopted, acceptable research strategies, the lines of research time under review and the researcher's data collection techniques.

3.5 Paradigmatic Approach of Research

Paradigmatic points pervade the entire research process from its conceptualization to operationalization and finally to its communication. Whether consciously or not, research is

"guided by a set of beliefs and feelings…" (Denzin & Lincoln, 2000). Paradigms in social research are dissimilar in nature from one another in terms of philosophical approaches, theoretical propositions and methodology. Each paradigm has its own philosophical approaches, theoretical propositions and methodology. Guba (1990) claimed that a paradigm is a basic collection of beliefs that directs action, whether in relation to a disciplined investigation, whether of regular garden variety or action taken. Guba and Lincoln (1994) considered that a paradigm may be seen as a collection of fundamental beliefs (or metaphysics) dealing with ultimate or first principles. It represents a worldview that defines for its holder, the nature of the "world" the individual's place in it and the range of possible relationships to that world and its parts as for example cosmologies and theologies do.

However, the study of the setting of nature is reflected through the research questions, and examples indicate the feasibility as well as the possible research methodology and paradigm (Jennings, 2001). There are various theoretical paradigms including positivism, an interpretive social science approach, a critical theory orientation, feminist perspectives, a postmodern approach and chaos theory orientation (Jennings, 2001). Jennings (2001) viewed that each of the paradigms has its own implications in tourism research and being a tourism researcher it is required to understand the basic tenets of these paradigms.

3.5.1 Positivism

Positivism is sometimes referred to as 'scientific method' or 'science research' is "based on the rationalistic, empiricist philosophy that originated with Aristotle, Francis Bacon, John Locke, August Comte, and Emmanuel Kant" (Mertens, 2005) and "reflects a deterministic philosophy in which causes probably determine effects or outcomes" (Creswell, 2003). Positivism may be applied to the social world on the assumption that "the social world can be studied in the same way as the natural world, that there is a method for studying the social world that is value free and that explanations of a causal nature can be provided" (Mertens, 2005). Positivists aim to test a theory or describe an experience "through observation and measurement in order to predict and control forces that surround us" (O'Leary, 2004). Positivism was replaced after World War II by postpositivism (Mertens, 2005). Postpositivists work from the suspicion that any piece of research is affected by a number of well-developed theories apart from, and as well as the one which is being tested (Cook and Campbell, 1979). Also, since Khun (1962) theories are held to be interim and new understandings could challenge the whole theoretical framework.

Jennings (2001) stated that the origins of positivism was found in the work of Rene Descartes in his Cartesian paradigm, it was also found in the work of Isaac Newton in his Newtonian physics paradigm of scientific inquiry. However, August Comte was a pioneer among social researchers, in adopting positivism in order to understand the complex social world (Jennings, 2001). The social world is perceived as being organized by universal laws and truths under the positivist paradigm (Comte, 1975), where human behavior is predictable, as it is governed by external forces (Jennings, 2001). Jennings (2001) viewed that as a paradigm Positivism embraces a view of the world as being guided by scientific rules that explain the behavior of phenomena through causal relationships. This world view can be further explained by examining positivism's ontological, epistemological and methodological bases.

On the other hand, a positivist researcher usually presumes that reality is objectively determined and can be described in measurable quantities (Guba & Lincoln, 1994). Positivist approach can be used as behaviorist approach to social inquiry in order to set out to explain behavior using social relationships (Jennings, 2001). Under the positivism approach, the researcher pursues rigorous procedure to confirm objectivity and value free interpretations (Jennings, 2001). The tourism researchers initiate their study from a 'theory' that demonstrates causal relationships and use a quantitative methodology and subsequently develop a hypothesis (Jennings, 2001). However, it is difficult to understand the reality of such a complex topic based statistics alone while quantitative tools and techniques are adopted for data collection and analysis (Riley & Love, 2000; Hollinshead 2004). Jennings (2001) stated that the researcher attention has turned to the nature of the tourists and their experience, the social, environmental and economic impacts of tourism as well as training and educational needs.

3.5.2 An Interpretive Social Science Approach

The paradigm of interpretive Social Science developed out of the philosophy of the phenomenology of Edmund Husserl and the study of interpretive interpretation by Wilhelm Dilthey and other German philosophers called hermeneutics (Mertens, 2005). Interpretivist approaches to research have the intention of understanding "the world of human experience" (Cohen & Manion, 1994), suggesting that "reality is socially constructed" (Mertens, 2005). The interpretivist/constructivist researcher tends to rely upon the "participants' views of the situation being studied" and recognizes the impact on the research of their own background and experiences (Creswell, 2003). Constructivists do not generally begin with a theory (as

with postpositivists) rather they "generate or inductively develop a theory or pattern of meanings" throughout the research process (Creswell, 2003).

Jennings (2001) stated that the interpretive social science paradigm is originated from the term of 'verstehen' or empathetic understanding of the work of Max Weber. Denzin and Lincoln (1994) viewed that interpretive social science paradigm assumes a relativist ontology (there are multiple realities), a subjective epistemology (knower and subject create understandings), and a naturalistic (in the natural world) set of methodological procedures.

To develop explanation of phenomena, interpretive social sciences researcher presumes an inductive approach in their research (Jennings, 2001). The researcher is obliged to enter the social setting and act as a social actor in the social setting for achieving 'verstehen' (Blumer, 1962; Jennings, 2001). In this regard, Jennings (2001) viewed that the use of interpretive social science paradigm in tourism research can help researcher to be an 'insider' of the investigated phenomena and the phenomenon can be explained in multiple ways rather than through a cause and effect relationship. Jennings (2001) viewed that, the language of the interpretive social sciences paradigm includes terms such as ideographic view, participants, respondents, emic perspective, reflexivity, reciprocity, grounded theory analysis, content analysis and triangulation. The researcher of interpretive social science is required to be accustomed with the tenets of qualitative methodology in order to effectively gain 'knowledge' from the study setting (Jennings, 2001). The interpretivist/constructivist researcher is most likely to focus on methods and analysis for qualitative data collection or a mixture of both qualitative and quantitative methods (mixed methods). It is possible to use quantitative data in a way that supports or extends qualitative data and effectively deepens the description. Data are collected in various ways including observation, in-depth interviews, case studies and focus group and data are collected from the real world or natural setting using qualitative methodology (Lincoln, 1995; Jennings, 2001). However, the possibilities of using an interpretive social sciences paradigm are particularly diverse in tourism research (Jennings, 2001).

3.5.3 A Critical Theory Orientation

Sarantakos (1998) viewed that the critical paradigm embraces a position 'between subjectivism and objectivism'. This paradigm is grounded in the works of Karl Marx at the Institute for Social Research in Frankfurt, Germany (Rasmussen, 1996). Critical theory and interpretive social sciences paradigms are different from positivism paradigm as both are

grounded in real world setting and view people as thinking and acting persons rather than as people following specific rules and procedures (Jennings, 2001). Critical paradigm also represents the world as a complex social system with many power structures either explicit or implicit in nature where there is existence of minority groups who lack real power (Jennings, 2001). In this regard, the researcher's value is a significant element of research process as the entire research process is about the transformational change of the social setting (Guba & Lincoln, 1994). In addition, identifying the interests and needs of such minority groups is an important task under this paradigm for researchers inherently to make significant changes in favor of oppressed groups (Jennings, 2001). Another benefit of critical theory paradigm is to understand the social position of a minority or marginalized as opposed to those in power (Guba & Lincoln, 1994; Kincheloe & McLaren 1994). Jennings (2001) pointed out that the use of the critical theory model in tourism research means that the desires and needs of minority groups are identified and data collected so as to open up or expand the provision of tourism opportunities, experiences and services to those minority groups, the researcher may encounter disagreements with those in positions of power and their willingness to reveal information or to make changes during the process of data collection.

Social, political and economic exclusion of rural people is a common phenomenon in Bangladesh (Chowdhury, Ghosh & Wright, 2005; Yunus, 2007). Marginalized group can be studied by the critical theorist as opposed to those in power and can go below the surface and understand their social setting (Jennings, 2001). Jennings (2001) viewed that single parents, sole careers, people with physical disabilities, people with intellectual disabilities, people from lower socio-economic backgrounds, senior citizens, gays, lesbians, women, residents in host communities, employees in developing nations and governments in developing nations or small island states can be included to a critical theorist researcher for conducting tourism research as a marginalized groups. However, Jennings (2001) viewed that the study of a host community in a developing country experiencing negative impacts from tourism as a result of several multinational corporations' involvement in tourism enterprises in the host community. Essentially, the host community may feel as if it is being treated as 'plantation economy', an economy in which the 'spoils' of tourism are not being enjoyed by the host community but rather by the multinational corporations, which are not based in the host nation. However, the interests or needs of marginalized groups can be identified and data can be collected in order to open up or improve the provision of tourism opportunities,

experiences and services for those marginalized groups due the use of the critical theory paradigm in tourism research (Jennings, 2001).

3.5.4 Feminist Perspectives

Feminist perspectives can be grouped within the critical theory paradigm (Sarantakos, 1998). Both 'feminist' and 'postmodern' approaches can be used as emergent approaches and can be discussed separately from positivism, interpretive social sciences and critical theory paradigms (Neuman, 2000; Jennings, 2001). The term 'feminist research can be used generically' (Hirsch & Keller, 1990) as it has 'multiple feminist perspectives' (Reinharz, 1992). However, feminist perspectives paradigm are particularly concerned with the sharing of knowledge and experiences between social actors and researchers (Jennings, 2001).

Jennings (2001) stated that the perspectives of feminine can be classified under the Radical feminist perspective, the Marxist and socialist perspective, the Liberal feminist perspective and the postmodern perspective which has its own view of the world. Society is viewed as patriarchal under the radical feminist perspective where males conquer the ruling class position and females occupy the subject class position, subsequently women have been oppressed and subjugated (Jennings, 2001).

Marxist and socialist perspective are adopted from the work of Engles and Marx (Jennings, 2001). The subservience of females was a consequence of historical settings that were associated to material and economic reasons (Engels, 1972). However, the differences between females and males were physically based and the family unit was a 'natural' unit (Barrett, 1988).

The aspects of the Liberal feminist perspective are the oppression of females to the culture and attitudes of individuals (Haralambos & Holborn, 1991), and females should be able to attain equal opportunity of the sexes of partnership in the ways of production and coequality in judicial and legal matters through education (Mill, 1970). The postmodern feminists are confined by the phallologocentric nature of language itself (Tong, 1989) which refers to the fact that language is masculinist in nature and creation (Jennings, 2001).

However, the theories developed under the feminist perspectives are reflexive and their meanings are replications of their social structures (Sarantakos, 1998). Jennings (2001) suggested that, the use of a feminist perspectives paradigm will challenge the leading male hegemony that permeates tourism research. Till in recent times, maximum studies have been

androcentric in nature and have not consider the gender bias predominant in most tourism research. Cook and Fonow (1990) pointed that female's roles in tourism have been generally rendered 'invisible'. However, the use of a feminist perspectives paradigm can provide a balanced gender perspective to knowledge construction in tourism (Jennings, 2001).

3.5.5 A Postmodern Approach

Jennings (2001) viewed that the perspective of postmodernist is particularly subjective where the 'researcher' is the actor in the research process. The underlying concept of postmodern approach is that there is no truth that describes social phenomena, all phenomena have multiple explanations of reality (Jennings, 2001). Crook, Pakulski and Waters (1992) viewed that the processes of 'mono-centric organization-disorganization, hyper-differentiation-dedifferentiation, hyper-rationalization and hyper-commodification facilitate the rapid change of the world'. In postmodern world, the truth is being replaced by 'signs or representations' and 'everything is a copy, or a text upon a text, where what is fake seems more real than the real' (Urry, 1990). Richardson (1994) suggested that various languages can be used in postmodern research includes subjectivity, dissertations, discourse investigation, reflexivity, subject and self, and deconstruction.

Under the postmodern perspective, the researcher's investigation into tourism phenomena can be done through questionnaire methods and theories, discourses and findings can be presented in a range of categories including novels, films and dramatic representation (Jennings, 2001; Richardson, 1994). According to Jennings (2001), a postmodern paradigm encourages tourism researchers to question tourism reality and to realize that there is a variety of explanations rather than just one truth or 'grand theory'. A postmodern paradigm empowers us to move beyond and below the surface meanings of language and tourism phenomena. By applying the ontological, epistemological and methodological premises of postmodernism, we are able to investigate postmodern tourism phenomena. Jennings (2001) added that the subjectivity is significant to the researcher in order to make the researcher's description of tourism phenomenon clear because it is being deconstructed and presented for the readers to understand. However, postmodernism rejects 'claims of totality, certainty, and methodological orthodoxy' (Lather, 1990).

3.5.6 Chaos Theory Orientation

The conceptualization of chaos theory accredited to Edward Lorenz is known as 'butterfly effect' which is being challenged by complexity theory and both theories (chaos and complexity theory) are derived from work in physical sciences, mathematics and artificial intelligence (Jennings, 2001). The world can be described under the chaos theory using non-linear dynamics (Jennings, 2001). Donahue (1999) added that chaos theory practices fractal geometry that focuses on non-linear, non-integral systems and descriptive algorithms. The difference between chaos theory and complexity theory is shown by Axelrod and Cohen (1999) as the simple answer is that chaos deals with situations such as turbulence that rapidly become highly disordered and riotous. Complexity, in contrast, deals with structures consisting of multiple agents that interact. While it may be difficult to forecast complex structures, they may also have a lot of construction and allow for change by thoughtful intervention.

However, Jennings (2001) viewed that, as researchers, one need to be aware that the literature relating to chaos theory and complexity theory is more widespread in the natural sciences and artificial intelligence areas than within the social sciences. Both chaos theory and complexity theory are applied using metaphoric proportions within the social science areas.

The nature of investigation under chaos theory is dynamic and the researcher can use open systems and descriptive algorithms to explain the dynamic world (Jennings 2001). Patton (1990) suggested that the researchers of social sciences can gather data by learning to perceive, describe and value chaos. McKercher (1999) viewed that the application of chaos theory is more appropriate than a positivist theory to understand the tourism system. However, chaos theory enables to analyze the tourism system as a dynamic system rather than a stable one (Jennings, 2001). Jennings (2001) added that Chaos theory is being challenged by complexity theory and researchers need to address this challenge when outlining their preference of chaos theory over complexity theory as a paradigm to inform tourism research. A subjective paradigm, however is associated with the paradigms of interpretive social sciences, orientation of critical theory and feminism while objective methodology is associated with the paradigms of positivism and chaos theory (Jennings, 2001). Conversely, sometimes complex social phenomenon restricts the researchers to choose scientific method (Walle, 1997). Moreover, in understanding the people's experiences of

welfare both at present and future, qualitative approach is more effective in context of a developing country (Camfield, Crivello & Woodhead, 2009).

From the above point of view, the interpretive social sciences paradigm is to be considered as the best theoretical foundation for this research as it can yield a rich understanding of key issues to explore the prospects of Halal tourism development, to reveal the barriers that hinder the development of Halal tourism and to find out some potential ways to overcome the barriers to develop Halal tourism in Bangladesh from the perspective of tourists as well as management practitioners. It is interpretive in that in a complex, social, real-life experience, it deals with variables and analyzes the subjective data in terms of certain descriptive themes. This will entail the researcher in a deeper understanding of the multiple realities. That is why the research stands in subjective paradigms.

Table 3. 1 An Overview of the Paradigm that Use in Tourism Research

Item	Positivism	Interpretive Social Sciences	Critical Theory	Feminist Perspective	Post-Modernism	Chaos Theory
Ontology	Universal truth and laws	Multiple realities	Complex world organized by overt and hidden powers	World mediated by gendered constructions; men have power	World is complex and constantly changing; infinite interpretations	World is unstable, non-linear and dynamic
Epistemology	Objective	Subjective	Between objective and subjective	Subjective	Subjective	Objective
Methodology	Quantitative	Qualitative	Predominantly qualitative	Predominantly qualitative	Questioning and deconstruction, qualitative forms	Quantitative and qualitative if used metaphorically

Source: Adopted from Jennings (2001)

3.6 Justification for Working in the Interpretive Research Paradigm

The term "interpretive research" is regularly utilized freely and synonymously with "qualitative research" in spite of the fact that the two concepts are very distinctive. Interpretive research is a research paradigm that's based on the presumption that social reality is not solitary or objective, but is or maybe molded by human encounters and social settings (metaphysics) and is in this manner best considered inside its socio-historic setting by accommodating the subjective translations of its different members (epistemology). Since interpretive researchers see social

reality as being implanted inside and incomprehensible to theoretical from their social settings, they "interpret" the reality in spite of the fact that a "sense-making" prepare instead of a theory testing handle.

The qualitative approach is grounded within the interpretive social sciences paradigm. Qualitative shapes of examination tend to be based on an acknowledgment of the significance of the subjective, experiential 'lifeworld' of human creatures. Such reflection is the area of phenomenology reports (Babbie, 2005; Durrheim, 1999). Gilbert (1993) notes that qualitative methodologies give roads that can lead to the disclosure of these more profound levels of meaning. Easterby-Smith, Thorpe and Lowe (1991) portray the assignment of the qualitative methodologist as to capture what individuals say and do as an item of how they decipher the complexity of their world and to get it occasions from the perspectives of the participants. Within the space of tourism particularly, Jennings (2001) notes that the qualitative methodology accumulates data as text-based units which speak to the social reality, setting and qualities of the marvel beneath think about. The methodology is inductive in nature.

Once more inside the setting of tourism inquire about particularly, Finn, Walton and Elliott-White (2000) and Walle (1997) clarify that qualitative or inductive investigate commences in real-world settings, that's within the empirical social world where information almost the tourism wonder are accumulated, at that point analyzed and hypothetical develops are either produced or adjusted. Investigate that utilizes a qualitative methodology will draw on information collection strategies such as participant observation, in-depth interviews and/or focus groups (Jennings, 2001). As a result of its basic, paradigm, qualitative research is subjective, since it depends on the texts and talks of participants and includes little numbers of participants within the inquire about handle as a result of the method of gathering in-depth information (Gilbert, 1993; Walle, 1997; Gunn, 1994). In addition, qualitative research since of the little numbers of participants, does not assume to speak to the more extensive populace. Qualitative research empowers analysts to display nitty gritty depictions, because it were, of the participants beneath study (Durrheim, 1999; Finn et al., 2000).

The interpretive social science paradigm mostly works by primarily qualitative methods (Silverman, 2000; Wiersma, 2000; Bogdan & Biklen 1998; Mertens, 1998; Burns, 1997). Thus, the research will stand in a subjective paradigm. This will require the researcher to have a deeper understanding of the complex respondent's world and present a realistic view of the phenomenon. In understanding the people's experiences of wellbeing, qualitative

research approach is more effective (Camfield et al., 2009). Thus the study will be anchored in the qualitative theory building.

It is a worthwhile job to place a research project inside a paradigmatic context that will lead researchers to "reflect upon the broader epistemological and philosophical consequences of their perspective" (Perren & Ram, 2004). There are some assumptions, techniques, processes, and weaknesses of each research paradigm and the way in which the quality of the resulting research is measured varies. Therefore, a researcher must choose the paradigm they would function within, consider the essence of their chosen paradigm, and record their paradigmatic choice in their writing (De Vos, Strydom, Fouche, & Delport, 2011).

Interpretivism is based on a life-world ontology that insists that all observation is both theoretical and value-laden and the pursuit of a detached objective reality is not and should not be examined by the social world (Leitch, Hill & Harrison, 2010). The perspective of the interpretivist paradigm is epistemologically, that our interpretation of reality is a collective creation by human actors (Burrell & Morgan, 1979). The paradigm of interpretive research is characterized by a desire to perceive the world as it is from a subjective point of view and seeks an interpretation within the participant's scope of reference rather than the objective observer of the action. The interpretivist model is more concerned with significance at an axiological level than rigor.

The parameters used to test research results within the interpretive paradigm are different from those used within the positivist paradigm (Lincoln & Guba, 1985). While the value of the latter is measured by the degree to which findings can be extended to the larger population, the value of the interpretation that emerges from an interpretive analysis is calculated by the degree to which it matches and functions with the participants' perspectives (Glaser & Strauss, 1967). In positivist science, reliability, validity and generalizability are the criteria for judging research. In quantitative research, some qualitative researchers are comfortable using the same terminology while others tend to use alternative terminology to better represent the different nature of qualitative study. To determine the trustworthiness of qualitative research, dependability (reliability), integrity (validity), confirm ability (objectivity) and transferability (generalizability) are used (Bloomberg & Volpe, 2008).

Credibility refers to how well the representation of participants by the researcher suits the expectations of the participant (Bloomberg & Volpe, 2008). Dependability depends on the

consistency of the compilation and analysis of data (Lincoln & Guba, 1985) and is illustrated by explaining that what it claimed to analyze was systematically examined by the research (Miles & Huberman, 1994). Finally, transferability is about the degree to which the analysis has allowed the reader to apply the results to other related situations in the situations investigated (Bloomberg & Volpe, 2008; Lincoln & Guba, 1985). In order for the reader to validate whether the results flow from the data and experiences rather than from the researcher's bias and subjectivity, it is therefore important to disclose all facts systematically. Finally, transferability is about the degree to which the analysis has made it possible for the reader to extend the results to other similar circumstances in the situations examined (Bloomberg & Volpe, 2008; Lincoln & Guba, 1985). When preparing, performing, and reporting research, it is important to pay attention to trustworthiness standards to reassure readers and in particular, reviewers that the research is of high quality (Oates, 2006).

Thus the emerging nature of research in Halal tourism is best suited to an interpretive social science approach that can yield a rich understanding of key issues to explore the prospects of Halal tourism development, to reveal the barriers that hinder the development of Halal tourism and to find out some potential ways to overcome the barriers to develop Halal tourism in Bangladesh from the perspective of tourists as well as management practitioners. It is interpretive in that in a complex, social, real-life experience, it deals with variables and analyzes the subjective data in terms of certain descriptive themes. Using qualitative interpretive social science research paradigm is thus justified for this empirical research. Walsham (1993) argues that the purpose of the interpretive approach is to create an understanding of the context and the process. This assertion also justified the researcher's choice.

As for the last objective of this study that is to measure the gap between Muslim tourists' expectation and perception of service quality in Halal tourism perspective the researcher has used the quantitative data analysis to get the better result from this study.

3.7 Qualitative Information Collection Steps of the Study

The qualitative approach is founded on the paradigm of interpretive social sciences. Qualitative research types tend to be focused on a recognition of the meaning of human beings' subjective, experiential 'lifeworld'. The Province of Phenomenology Reports is such a reflection (Babbie, 2005; Durrheim, 1999). Gilbert (1993) states that qualitative

methodologies provide paths that can contribute to these deeper layers of significance being uncovered. Easterby-Smith et al. (1991) describe the qualitative methodologist's role of capturing what people say and do as a result of how they experience their world's complexity and interpreting experiences from the participants' points of view. In particular, Jennings (2001) states in the field of tourism that qualitative methodology collects information as text-based units that reflect the social fact, meaning and attributes of the phenomenon under research. In nature, the methodology is inductive.

Specifically, Finn et al. (2000) and Walle (1997) again explain in the sense of tourism research that qualitative or inductive research begins in real-world settings, that is, in the empirical social world, where data on the tourism phenomenon are collected, then analyzed, and theoretical constructs are either generated or changed. Data collection approaches such as participant observation, in-depth interviews and/or focus groups will be used for analysis using a qualitative approach (Jennings, 2001). Qualitative research is subjective as a consequence of its underlying paradigm, as it depends on participant texts and discourses and includes limited numbers of participants in the research process as a result of the process of collecting in-depth knowledge (Gilbert, 1993; Walle, 1997; Gunn, 1994). Furthermore, because of the small numbers of participants, observational research does not claim to represent the general population. Qualitative research facilitates researchers to present comprehensive snaps, as it were, of the participants under study (Durrheim, 1999; Finn et al., 2000).

3.7.1 Selecting Participants

The selection of subjects is purposeful in qualitative research, participants are chosen who can help inform the research questions and increase understanding of the phenomenon under study (Creswell, 2009; Kuper, Lingard & Levinson, 2008). In the study design process, therefore, one of the most critical tasks is to identify suitable participants. Selection decisions are focused on empirical concerns, theoretical insights and information that informs the study.

In this thesis, extensive literature reviewing of Halal tourism around the world has helped the researcher to identify the participants in the context of Bangladesh. The researcher visited the study site several times during the study period. Moreover, the researcher observed the

activities of the institutional stakeholders in the study site during this time. These help the researcher to select the research participants.

3.7.2 Access to Study Sites and Participants

The objective of the research was to explore the prospect of Halal tourism along with its barriers and potential ways to overcome for developing Halal tourism in Bangladesh. From that point of view, the researcher gave emphasis on the participants of the study site, those people are engaged himself/herself in the tourism industry of Bangladesh. In addition, the researcher talked with local people to know their personal opinions regarding the prospects of Halal tourism in the study site areas of Bangladesh.

At the time of field work the researcher realised that prior permission from the authorities of the identified organisations was necessary to get access and interview the participants. This is very difficult to get any information from the government departments in Bangladesh as the government officials believed that information disclosure can be a threat to the security, integrity and sovereignty of the government. However, the researcher was able to convince organisation authorities that the information gathered would be used only for academic purposes. This access helped the researcher find a wide range of grey literature. According to Conn, Valentine, Cooper and Rantz (2003):

> "Grey literature refers to studies with limited distribution (i.e., those not included in computerized bibliographic retrieval systems), unpublished reports, dissertations, articles in obscure journals, some online journals, conference abstracts, policy documents, reports to funding agencies, rejected or un-submitted manuscripts, non-English language articles, and technical reports."

The grey literature relevant to the study sites included monthly bulletins, annual reports, articles, maps, diagrams and project documents of the various tourism related organization in the study sites and these enabled the researcher to gain valuable insights into the study sites.

3.7.3 Finding the Stakeholders

The extent of stakeholders, particularly the Halal tourism perspective was unknown to the researcher prior to undertaking the study. Hence, a form of snowball sampling technique was used in circumstances where the extent of the stakeholder population was unknown (Heckathorn, 1997). The snowball sampling method generates referrals from existing study

participants who know about others possessing knowledge and characteristics that are of research interest (Biernacki & Waldorf, 1981). This led to the adoption a snowball sampling method for sampling and qualitative information collection.

As the snowball sampling technique was applied to identify participants in order to avoid the possibility of overlooking any potential participants, a specific question was incorporated at the end of the interview schedule to enable participants to nominate potential persons who could contribute regarding the investigation. The interviewees were asked '*Could you please recommend any individuals who can contribute to this research?*'. This question helped the researcher to find the stakeholders.

3.8 Sampling Technique

Sampling is the important stage of research which is required to select and arrange the data sources of the study phenomenon (Minichiello, Aroni, & Hays, 2008). Sampling is defined as the act, process, or technique of selecting a representative part of a population for the purposes of determining parameters or characteristics of the entire population (Emerson, 2015). The main goal of sampling is to achieve representativeness, it is important to assemble the sample in such a way that it is representative of the population from which it is taken (Gilbert, 1993; Jennings, 2001). De Vos et al. (2011) suggest that sampling is the preference of study participants from the entire population and requires options to be observed regarding persons, settings, activities, behavior and social processes.

When performing in-depth personal interviews, purposeful sampling, which is a form of non-probability sampling was applied in this study in order to select knowledgeable participants who provide research question's answers (Veal, 1997; Jennings, 2001; Creswell, 2009). Purposive sampling that is also known as judgmental sampling enables the researcher to decide on who or what study units are going to be involved in any study (Jennings, 2001). Non-probability sampling is defined by Welman and Kruger (2001) as a process in which the researcher has no means of predicting, estimating or ensuring that each variable in the population is represented in a sample.

As the researcher was supposed to collect data from the Muslim tourists, the researcher selected the potential research participants who were visiting the study sites. The selection of research participants did not consider whether the tourists were first timers or repeaters.

As the researcher has to easily access to the participants of the study, convenience sampling technique was also adopted by the researcher along with the purposive sampling. The researcher attempts to conduct the in-depth interviews with the participants who were available during the data collection period. Thus, the study unit reflected by this sampling was convenient to the researcher while the study was conducted (Jennings, 2001). Based on the proximity to the researcher, he can access the tourists of the study sites easily.

3.9 Sample Unit and Size

The sample size is not necessarily predetermined in qualitative study (Fugard & Potts, 2015). The number of participants depends on the number needed for all key components of the phenomenon being studied to be fully aware. That is, when additional interviews or focus groups do not result in the identification of new ideas, an end point called data saturation, the sample size is adequate (Sobal, 2001). In order to determine when data saturation occurs, analysis preferably occurs in an iterative period simultaneously with data collection. It enables the researcher to track the emergence of new subjects and also to define viewpoints that might otherwise be ignored.

It is hardly possible to predetermine minimum number of sample size to ensure the adequacy of the sample size in qualitative research (Sandelowski, 1997). The key to qualitative research is to generate in-depth empirical materials that can illuminate patterns, concepts, categories, properties and dimensions of the given phenomenon (Strauss & Corbin, 1998). However, identifying a sample frame for unknown population is very difficult (Hechathorn, 1997). Data redundancy will lead the researcher to determine the sample size while empirical materials will be collected. Thus, the interview will be stopped when no new information will come regarding the investigated phenomenon from the respondents.

The main objective of the data collection of this research was to investigate the prospect of Halal tourism in the context of Bangladesh along with its barriers and ways to remove these barriers. By considering this, literature of the research indicates that various stakeholders of Halal tourism including tourists, management practitioners, policy makers as well as the local community have been considered in addressing the research questions. The number of interviewees was not predetermined and it adopted the strategy of data saturation (Patton, 2002). The study was stopped after the 36th interview because repetition and redundancy of

constructs were found from this interview onwards. Hence, the final sample size was 36 respondents for this study.

3.10 Information Saturation

Information or theoretical saturation is an integral part of qualitative research (Glaser & Strauss 1967; Strauss & Corbin, 1998). According to Bowen (2008),

> "Data saturation entails bringing new participants continually into the study until the data set is complete, as indicated by data replication or redundancy. In other words, saturation is reached when the researcher gathers data to the point of diminishing returns, when nothing new is being added."

The qualitative information gathering procedure could not be performed for an infinite time period (Strauss & Corbin, 1998). Information redundancy or theoretical saturation is suggested as a probable end-point of information collection while using in-depth interviews in qualitative research (Lincoln & Guba, 1985).

3.11 Data Collection Techniques

Interviews, questionnaires, archival documents, direct observation, participant observation, reports, physical objects, focus group are some methods for gathering data in the conduct of qualitative research (Patton, 2002; Yin, 2009). However, instead of being complementary, no single source has total dominance over others (Denzin & Lincoln, 2003a). In interpretive analysis, data is obtained using a range of techniques. Interview is the most commonly used technique in qualitative study (Sandelin, Kalman, & Gustafsson, 2019).

Observation is the second technique. Observational methods include direct observation, where the researcher is a neutral and passive external observer and is not participating in the phenomenon of interest and participant observation, where the researcher is an active participant in the phenomenon and the phenomenon being investigated is affected by its inputs or mere presence.

Documentation, where external and internal records, such as memos, emails, annual reports, financial statements, journal articles, websites, may be used to provide more insight into the phenomenon of concern or to corroborate other sources of proof, is the third technique.

3.11.1 Review of Documents

Regardless of whether a researcher uses a quantitative or qualitative approach, use of existing documents is an important method for data or qualitative information collection (Lincoln & Guba, 1985). Review of records and documents can be of great importance in a qualitative inquiry for many reasons as information provided in documents might not be available in spoken form. Moreover, documents enable the researcher to penetrate historical insights of the investigated phenomena (Hodder, 1994).

Many published and unpublished documents were examined while conducting this study. When collecting the project documents, the researcher followed proper processes and applied to the authorities for documents and records when it was felt necessary. Some documents were collected from archival records of the relevant organizations and some were readily available from the websites of organizations. The researcher maintained an ethical stance while collecting and using these documents and records and the ethical issues are discussed in details in a separate section at the completion of this chapter.

3.11.2 Interviews

Interviews are ways of obtaining information using a series of pre-planned core questions through an oral quiz. Interviews can be very fruitful according to Shneiderman and Plaisant (2005), because the interviewer may pursue particular topics of concern that can lead to centered and positive suggestions. According to Denzin and Lincoln (1994),

> "The interview is a conversation, the art of asking questions and listening. It is not a neutral tool, for the interviewer creates the reality of the interview situation. In this situation answers are given. Thus the interview produces situated understandings grounded in specific interactional episodes."

Unlike a structured questionnaire used in survey research, interviewing starts with more general questions. As research objectives are determined initially, the relationship between research objectives and questions is identified and prepared in advance to make the interview meaningful (Fontana & Frey, 1994).

The key benefits of the data collection interview process are (Genise, 2002; Shneiderman & Plaisant, 2005),

(a) Direct interaction often gives rise to unique, constructive suggestions;

(b) It is good for collecting accurate information;

C) Few participants are needed for the collection of rich and detailed data.

Depending on the need and design, interviews can be unstructured, structured, or may be semi-structured.

(i) Unstructured Interviews

The unstructured form of interviews enables the interviewer to ask some open-ended questions and to freely express his/her own opinion to the interviewee. This needs to be at ease with both the interviewer and the interviewee because it is like a conversation on the given subject or brainstorming. The course of the interview is determined and not predetermined by both the interviewee and the interviewer. It makes it difficult to standardize the interview through multiple interviewees, according to Preece, Rogers & Sharp (2002), because each interview takes on its own style. However, in such interviews, it is possible to produce rich data, knowledge and ideas because the degree of questioning can be varied to fit the context and the interviewer can ask the interviewee more thoroughly about particular issues when they arise, but interpreting the data can be very time consuming and challenging.

(ii) Structured interviews

In structured interviews, the interviewer uses a series of predetermined questions in formal interviews that are brief and clearly worded, these questions are closed in most situations, and often require specific responses in the form of a set of choices read out or outlined on paper. This form of interview is simple to administer and can easily be structured, as all participants are asked the same questions. Structured interviews are most appropriate, according to Preece et al. (2002), when the research aims are well understood and relevant questions can be identified.

(iii) Semi-structured interviews

This interview approach has both organized and unstructured interview characteristics and therefore uses both closed and open questions. It has the advantage of both interview methods as a result. The interviewer has a collection of pre-planned core instruction questions in order to be compatible with all participants, so that each interviewee covers the same areas. When

the interview continues, whether he or she wishes to do so, the interviewee is given the opportunity to clarify or deliver more pertinent information.

In nature, the personal interviews were semi-structured and were done on an individual basis. The interviews allowed other themes and complexities to be explored, enriching the data further. Tape recordings were made in cases where respondents consented, which allowed the interviewer to pay close attention to discussions, subsequent transcriptions of recordings were made. However, in certain cases, the researcher found the respondents unwilling to allow the use of a tape-recorder and the researcher resorted to note-taking in those instances. Semi-structured interviewing is focused on the use of an interview guide, which is a written list of questions and subjects that need to be discussed in a specific order (Veal, 1997; Jennings, 2001). The respondents were free to elaborate on the subject and relate their own experiences as they saw fit. Only for clarity or further detail did the interviewer interfere (Veal, 1997). For clarity of concepts and ideas, the interviewer used probing questions. In general, semi-structured interviews are the most helpful, since they allow the subject to be completely explored and still maintain a degree of structure, ensuring that most of the knowledge gathered is pertinent and convenient (Veal, 1997).

For this study, the researcher chose the semi-structured, in-depth interview because it is relatively flexible and adaptable to get information from the respondents (Turner, 2010). The interview questions were open-ended. Therefore, respondents could express their own views freely and provide possible new ideas. The semi-structured interview included five open-end questions. Every interview lasted about 25 to 30 minutes. The researcher clarified the purpose of documenting the discussion in depth to the respondents. The respondents were told that only for the purpose of the analysis would the information recorded be used. In adopting qualitative interviewing as approach to gather data, the researcher developed two sets of questions (Appendix-C): one set for the tourists and the other for the management practitioners. The researcher also developed basic profile forms (Appendix-D) for all types of respondents to fill in prior to the interviews. The tourists and the management practitioners involved in this study are frequently referred to as respondents or interview participants in this thesis.

3.11.2.1 Conducting the Pre-Test

At the outset, four in-depth interviews were conducted in the pre-test with interview participants (demographics as shown in Table 3.3). The pre-test interviews enabled the

researcher to improve the interview questions, for example, interview questions two and three were as follows:

3. Can you follow the Islamic Shariah in this tourist site? (For Tourists)

5. How can the stakeholders can play role to develop Halal tourism in this area? (For Management Practitioners)

Table 3. 2 Information of Pre-test Respondents

Respondents	Number
Tourists (Domestic)	1
Tourists (Inbound)	1
Practitioners	2
Total	**4**

While discussing these questions, pre-test participants indicated their misunderstanding regarding the question. On the basis of the discussion held between the researcher and supervisors, it carried out following the change:

3. Have you faced any problem to maintain Islamic Shariah in this tourist site? (For Tourists)

5. What would be the roles of stakeholders to develop Halal tourism in this area? (For Management Practitioners)

3.11.3 Direct Observation

Observation under a real life situation is one of the most important means of gathering information in qualitative research (Denzin & Lincoln, 1994). According to Marshall and Rossman (1995),

> "Observation entails the systematic noting and recording of events, behaviours, and artefacts (objects) in the social setting chosen for study. For studies relying exclusively on observation, the researcher makes no special effort to have a particular role; to be tolerated as an unobtrusive observer is enough."

Certainly, the role of the observer is crucial in this process while gathering information using this technique (Adler & Adler, 1994). Researchers argue that the observer should have an interest in the scene or behaviours and have access to the particular settings in order to ensure realistic and accurate observation (Adler & Adler, 1994).

At the time of field work the researcher was permitted to observe the meetings of the tourism related organizations in the study sites where discussions were held regarding important issues, thereby allowing for observations and documentation of information not overtly provided by participants. Moreover, notes and photographs of participants, events and situations were taken in order to describe the investigated phenomenon in a more realistic and meaningful way. The direct observation also enabled the researcher to compare and verify the official records and the interview transcripts. The direct observation process helped the researcher apply his personal beliefs, knowledge, values and assumptions in order to identify the reality.

3.12 Data Processing and Analysis

Data analysis is a method of reviewing, cleaning, transforming and modelling data, according to Ader, Mellenbergh and Hand (2008), with the aim of finding valuable information, suggesting conclusions and supporting decision-making. Babbie and Mouton (2001) also define data analysis as the method of reducing the amount of collected data in order to provide useful information statements. Data analysis is considered as rigorous actions of organizing, categorizing and interpreting the collected meaningfully (Creswell, 2003). However, Richard (2005) suggests that NVivo 9, a type of Computer Assisted Qualitative Data Analysis Software (CAQDAS) is an effective and proven means of working with text-based documents.

3.13 Qualitative Data Analysis

In order to promote interpretation of the phenomena being studied, the object of qualitative analysis is to analyze the data and the resulting themes. It is also confused with the study of material, which is done to define and explain outcomes (Patton, 2002).

In three stages namely deconstruction, interpretation, and reconstruction, interpretive research is commonly seen as being carried out (Miles & Huberman, 1994). These phases occur after the data is prepared for review, i.e. after the interviews or focus groups are transcribed and the transcripts are checked with the recording.

1. *Deconstruction* - In order to see what is included, deconstruction applies to breaking down data into component pieces. It is close to the above content review. It involves

reading and re-reading transcripts of the interview or focus group and then breaking down information into groups or codes defining the content.

2. *Interpretation* - Interpretation follows deconstruction and relates to making sense of the coded knowledge and knowing it. This includes comparing data codes and categories within and across transcripts and across variables that are considered important to the study (e.g. year of residency, discipline, faculty engagement). Data and results analysis strategies include discussion and comparison of codes between members of the research team while purposely searching for similarities and discrepancies between themes, contrasting findings with those of other researchers, exploring hypotheses that may explain relationships between themes, and more thorough exploration of negative results (those that do not confirm the dominant themes).

3. *Reconstruction* - Reconstruction refers to the reconstruction or repackaging of prominent codes and themes in a way that illustrates the relationships and observations acquired in the interpretation process and that, in the light of current expertise and theoretical perspectives, describes them more generally. Generally, as core or overarching, one or two central concepts will arise and others will appear as sub-themes that further add to the central concepts. Reconstruction allows the results to be contextualized, i.e., placed and framed within current theory, proof, and experience.

Qualitative data analysis appears to be mainly an inductive method of organizing data into categories and recognizing patterns, according to Durrheim (1999). To explain the mechanisms and meaning of qualitative data analysis, a content analysis approach was used for this study (Gunn, 1994). This included a literature review to learn about the different methods of qualitative data analysis. Babbie (2005) notes that searching for similarities and dissimilarities is the most general guide to analyzing qualitative data. The emphasis must be on those experiences and event patterns that are similar to what the researcher is researching in general (Babbie, 2005). The center of analyzing the qualitative data gathered during this study was this method of research. Themes were identified, and categories and themes were then categorized into the data.

Qualitative data collected through interview schedules is coded and themes or concepts documented before saturation is reached are repeated (responses) or concepts (Jennings, 2001; Veal, 1997). Documented interviews are transcribed into themes already set out in the interview schedule and coded. The task of theory-building remains the researcher's duty. The essence of the review process would be to return to the terms of reference, the issue of study and research problems and to start sorting and analyzing the information collected in relation to the questions presented (Finn et al., 2000). A clarification of the real sense of the data and rational reasoning can be obtained in this way (Babbie, 2005). The objective is to incorporate the themes and concepts into a theory that provides the research arena with a true, detailed, yet subtle understanding (Veal, 1997; Jennings, 2001). If the researcher believes that his or her understanding can be shared with tourism decision makers and tourism growth planners in the public and private sectors, the study will be complete and will make a major contribution to the theory. For its ability to help the researcher explain patterns in the data and also decide if there were relationships between variables, the above analysis was preferred.

3.14 Research Ethics

The ethics of research apply to the collection of moral standards and rules that govern analysis that are generally accepted. By putting emphasis on the humane and sensitive care of respondents and participants, research ethics avoid research violations (Strydom, 2005). Therefore, due to their subject matter, face-to-face interactive data collection, emerging design and reciprocity with participants, qualitative researchers need to be attentive to ethical standards. Research design criteria include the selection of participants that are abundant in informants, successful research methods and adherence to research ethics. Informed consent, confidentiality, secrecy, dignity, among others are also ethical guidelines (McMillan & Schumacher, 2001).

Clough and Nutbrown (2002) comment on research ethics as follows,

> "...... researchers must be more than technically qualified to understand. If these worlds are congenial to them or repulsive, they must step into chattered intimates, open themselves to their subjects' feeling worlds. They must simultaneously face the duality of embodied and observed self, both contradictory, both true....."

In accordance with the view of Clough and Nutbrown (2002) above, it follows that the researcher had to take into account and secure the participants' feelings, welfare, and rights in planning my study.

3.15 Validity and Reliability

The concepts of trustworthiness, dependability, transferability, and credibility are also used when working with qualitative data. Validity is the degree to which the explanations and definitions have mutual meanings between the participants and the researcher, according to MacMillan and Schumacher (2001). Welman and Kruger (2001) define validity as a mechanism that ensures that the method implemented to collect information has successfully collected the intended data. Validity refers to the degree to which the true nature of the topic under investigation is properly represented by an empirical analysis (Babbie, 2005). Reliability, on the other hand, is the degree to which the study results are independent of unintended circumstances, according to Silverman (2004). It is closely linked to ensuring the accuracy of field notes and ensuring public access to the study results publication process. Babbie (2005) defines reliability as a situation in which, if the same procedure is repeated to do the same analysis, the same results will be obtained. Reliability is described by Joppe (2000) as the degree to which the findings are consistent over time and are an accurate representation of the total population under study. If, under a certain approach, the findings of an analysis can be repeated, then the instrument is assumed to be accurate.

3.16 Ensuring Research Quality and Rigor

Within qualitative research, two main approaches stimulate the rigor and quality of the research, ensuring the quality or "authenticity" of the data and the quality or "trustworthiness" of the analysis (Kuper et al., 2008; Patton, 2002). These are parallel in several means to ensuring validity and reliability, in turn, in quantitative research.

1. *Authenticity of the data* refers to the quality of the data and data collection processes. Elements to consider include,

• Sampling approach and participant selection to enable the research question to be addressed properly and decrease the likely of having a biased sample.

- *Data triangulation* refers to using numerous data sources to yield a more inclusive view of the phenomenon being studied, e.g., interviewing both the tourist and the management practitioners of Halal tourism to produce a more comprehensive view.

- Using the suitable method to answer the research questions, considering the nature of the topic being explored, e.g., individual interviews rather than focus groups are usually more appropriate for topics of a sensitive nature.

- Using interview and other guides that are not biased or leading, i.e., that do not ask questions in a way that may lead the participant to answer in a particular manner.

- The researcher's relationships to the study setting and participants need to be explicit, e.g., describe the potential for coercion when a tourist requests his or her own residents to participate in a study.

- It is important to make clear the researcher's own prejudices and beliefs in relation to the phenomenon under study and, if necessary, take reasonable measures to minimize their effect on the quality of the data collected.

2. *Trustworthiness of the analysis* refers to the quality of data analysis. Elements to consider when assessing the quality of analysis include,

- *Analysis process*, is this clearly described, e.g., what was done, timing, and sequencing? Is it clear how the data codes or categories were developed? Does the process reflect best practices, e.g., comparison of findings within and among transcripts, and use of memos to record decision points?

- Process for solving dissimilarities in findings, this needs to be clearly described.

- Procedure for addressing the probable impact the researcher's views and beliefs may have upon the analysis.

3.17 Chapter Summary

The research paradigm, research methodologies, techniques and design used in the study were outlined in this chapter, including procedures, participants, instruments for data collection, methods of data collection and analysis, and issues of validity and reliability. For this analysis, the research design was descriptive and interpretive, which was primarily analysed through qualitative methods. The multiple phases involved in the design and development processes of the research in this study were also briefly described.

CHAPTER FOUR

ANALYTICAL APPROACH

4.1 Introduction

The field work and interview schedule for field visit have been discussed in this chapter. Demographic information of the participants have also been discussed here. The transcribing procedures are outlined followed by procedures for the coding and development of themes and sub-themes. Finally, thematic maps developed in order to show the relationship between the main and sub-themes.

4.2 Field Work

A total of 36 in-depth interviews were carried out at the study site from March 2019 to February 2020. These interviews were conducted to understand the respondent's views on Halal tourism and its development. The field visit schedule has been illustrated in the Table 4.1. This study has been conducted formally after submitting the proposal and getting approval by the members of the academic committee of the Department of Marketing, members of Faculty of Business Administration and the body of the Academic Council of University of Rajshahi. Field work was started after completing the course work under this program. Before taking interviews from the respondents, permission was taken from the respective authority as well as interviewees. However, at the month of August 2019, the researcher visited the study site and tried to develop relationship with the stakeholders especially with the tourists and the management practitioners. The researcher was able to conduct four interviews as a pretest on initial questionnaires which were designed on the basis of research questions and objectives.

After returning from the field, researcher discussed with supervisors regarding the respondents' view, then few modifications were done by having discussion with supervisors on the basis of respondents' inclination towards specific issues. After modifying questionnaire, 36 interviews had been conducted in the months of July 2019 to February 2020 until the information saturation stage was reached. The researcher has not used data from the incomplete interview in this study.

Table 4. 1 Field Work and Interview Schedule

Year	Month	Activities	Number of interviews
2019	March-April	After discussing with supervisors, researcher visits to the study site and observed the prospects of tourism development from the Islamic perspective and its development. Researcher talked to the various stakeholders regarding the problems and prospects of Halal tourism development and made up his mind to conduct the research.	None
2019	May-June	Initial contact with various stakeholders and talk to the local communities.	None
2019	July	Self-engagement with the tourists and management practitioners, Interviews.	6
2019	August	Self-engagement with the tourists and management practitioners, Interviews.	5
2019	September	Interviews, Transcribing interviews and sending transcribed interviews to the respective respondents for final approval to use the information.	7
2019	October	Interviews, Transcribing interviews and sending transcribed interviews to the respective respondents for final approval to use the information.	8
2019	November	Interviews, Transcribing interviews, sending transcribed interviews to the respective respondents for final approval to use the information.	7
2019	December	Interviews, Transcribing interviews, Sending transcribed interviews to the respective respondents for final approval to use the information.	3
2020	January	Sending transcribed interviews to the respective respondents for final approval to use the information.	None
2020	February	Final field visit to discuss about the final transcription.	None

At the time of conducting in-depth interviews, the researcher was connected with the supervisors by mobile and online, they provide instructions where necessary.

4.3 Demographics Features of the Respondents

Table 4.2 illustrates selected categories and demographics profile of the research participants. A total 36 respondents participated in the research.

Table 4. 2 Demographics Profile of the Respondents

Particulars	Respondents	Numbers	Percentage
Tourists	Domestic	09	25%
	Inbound	06	16.67%
Practitioners		21	58.33%
	Total	36	100%
Gender	Male	28	77.78%
	Female	08	22.22%
	Total	36	100%
Age Group	20-30	08	22.22%
	31-40	13	36.11%
	41-50	11	30.56%
	51-60	3	8.33%
	Above 60	1	2.78%
	Total	36	100%

4.3.1 Status of the Respondents

Out of 36 respondents, 15 were tourists where 09 (25%) were domestic tourists and 06 (16.67%) were inbound tourists. And the management practitioner were 21 (58.33%).

4.3.2 Gender

Out of that 08 (22.22%) were females and 28 (77.78%) were males (See Table 4.2). The data indicate that a large amount of males are engaged themselves in the tourism sector of Bangladesh than the females. However, females are contributing in this sector in some extent though it is insignificant.

4.3.3 Age Group

Out of 36 respondents, 22.22% were 20-30 years aged, 36.11% were 31-40 years aged, 30.56% were 41-50 years aged, 8.33% were 51-60 years and only 2.78% were above 60 aged.

4.4 Analytical Approach

The analysis of this thesis was framed within the interpretive social science approach which views research as "a nonlinear, recursive (iterative) process in which data collection, data

analysis, and interpretation occur throughout the study and influence each other" (Willis, Muktha & Nilakanta, 2007). For analytical purposes, all interviews that were documented were transcribed, classified, coded and summarized for patterns and themes in the language used in the interviews. Transcripts were held safely after coding and isolated from other documents (such as consent forms) that would disclose respondents' identities.

The serious task in analysis was to describe and summarize the bulk of text and information gathered through interviews and observations. According to Huberman and Miles (1994),

> "Data analysis contains three linked sub processes: data reduction, data display, and data conclusion drawing/verification. These processes occur before data collection, during study design and planning; during data collection as interim and early analyses are carried out; and after data collection as final products are approached and completed."

Though there is no easy and quick solution in summarizing the bulk of text, numerous approaches have been designed in order to facilitate analysis of qualitative data (East, Hammersley & Hancock, 2001). Marshall and Rossman (1995) have suggested an analytical procedure of qualitative data that includes organizing data, identifying categories, themes and patterns, testing the emergent hypothesis against data, searching for alternative explanations of gathered information and writing the report. Huberman and Miles (1994) have suggested an interactive model for qualitative data analysis in order to manage the bulk of the text (see Figure 4.1).

Figure 4. 1 Interactive Model of Data Analysis
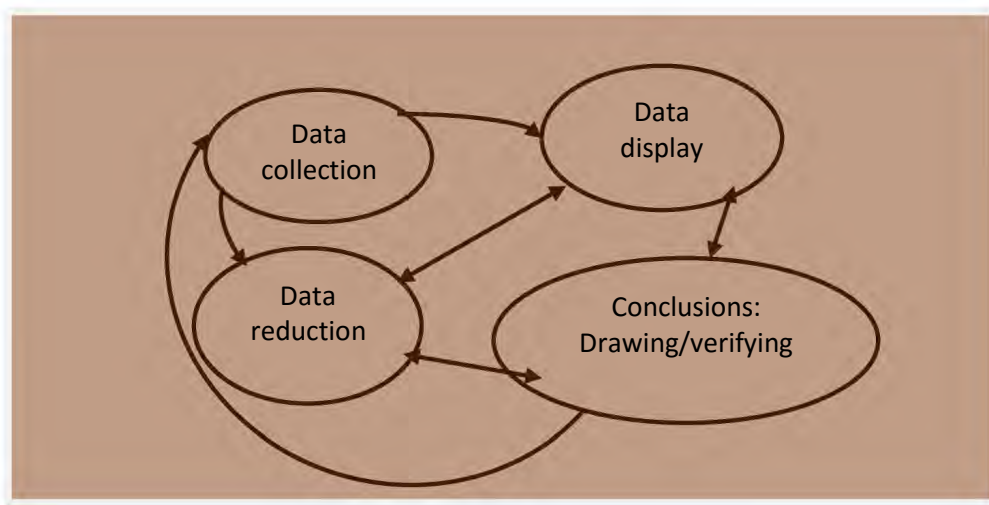
Source: Adapted from Huberman & Miles (1984)

According to Huberman and Miles (1984) the analysis process with collected interview materials includes the three components of data reduction, data display and conclusion drawing/verification. Miles (1979) defines data reduction as follows,

> "Data reduction is a form of preliminary analysis, which refines, iterates, and revises frameworks, suggests new leads for further data collection, and makes data more available for final assembly into case studies and cross-site analyses."

Data reduction is associated with selecting, focusing simplifying, abstracting and transforming the words of the respondents into meanings (Huberman & Miles, 1994). Once the qualitative data based on research questions is collected, the data reduction process is performed through finding themes (Huberman & Miles, 1994). According to Bradley, Curry and Devers (2007),

> Themes are recurrent unifying concepts or statements about the subject of inquiry that characterize specific experiences of individual participants by the more general insights that are apparent from the whole of the data.

Themes are general propositions or ideas that emerge from the experience of the interview participants regarding the subject of inquiry. The second part of analysis consists of data display through organizing and assembling in order to draw conclusions from the collected data. Huberman and Miles (1994) defined data display as matrices or charts of themes used to display information in a more compressed and organised form. At this stage of analysis, the researcher needs to eliminate qualitative information by capturing of the meaning through theme displaying.

Drawing conclusions and verification are considered as an important component of qualitative research analysis. Under this component, researchers need to perform a wide range of activities that include identifying the pattern of themes, comparison and/or contrast of themes, clustering and the use of metaphors (Huberman and Miles, 1994).

4.4.1 Overall Understanding

In order to understand its meaning, immersion in the data is an important first step in the process of qualitative information analysis. Reviewing data without coding helps to recognise emerging issues without losing ties between concepts and meaning (Bradley et al., 2007). It

was necessary for the researcher to become familiar with the qualitative information in order to generate themes. As the interviews were recorded by digital voice recorder, the researcher has the option to repeat the recording when it was felt necessary. This opportunity helped the researcher enhance accuracy in understanding what was said by interview participants. The researcher listened to the audio recording of every interview after coming back to his hotel at night, an activity that ensured an understanding of the interview information, an awareness of the need for information to be relevant to the study and an interest in the analysis of the data within the context of the research questions.

4.4.2 Transcribing

The interview information analysis procedure was performed based on the research questions. The transcribing procedure was started soon after conducting the first interview. The interviews given by the respondents in the Bengali language (only few international tourists in English) were translated into English, a time-consuming task that ensured that the precise, relevant meaning of the interviews was not distorted, changed or lost at any stage. Despite that fact that it was a difficult task to transcribe 36 interviews lasting between 25 to 30 minutes, the researchers opted to undertake that process. The researcher had an option to outsource the transcription of the recorded interviews but with the purpose of acquaint himself with the qualitative information the researcher accomplished this task himself. This opportunity helped the researcher enhance accuracy in understanding what was said by interview participants.

However, difficulties can emerge when translating of interview transcripts from a non-English language into English (Twinn, 1997). In terms of validity and reliability of translating qualitative data from Bengali into English, the researcher undertook precautions in this regard. The researcher ensured external member checks by appointing two research assistants. The two research assistants were Bangladeshi by birth and Bengali was their first language. However, their medium of instruction in higher education was English. As suggested by Twinn (1997), the researcher was concerned about two issues that relate to the interpretations in translation or translation of sentences and translation of words.

As an extra precaution, the interview transcripts were sent to the interviewees through email for auditing and confirmation that the transcriptions were performed exactly. Detailed discussion on validity and reliability issues in connection with the transcribing interviews is discussed in the methodology chapter under section 3.15.

4.4.3 Coding and Theme Development

Coding and theme development procedures were started soon after completion of interview transcripts. In the research, the interactive model of Huberman and Miles (1994) was adopted in order to analyse interviews. By concentrating on theme development based on the research questions, the researcher was able to reduce and manage the data to focus on the phenomena being investigated.

According to Morris and Ecclesfield (2011),

> "Coding means the activity of sorting textual data into categories which have been predefined by the researcher according to a set of characteristics (usually phrases or words) attached to each category."

Huberman and Miles (1994) defined codes as tags or labels that are assigned to whole documents or segments of documents such as paragraphs, sentences or words to help identify key concepts that emerge from the interview transcripts. While reading and familiarising with the data, the researcher's initial list of ideas about what was in the data and what was interesting in terms of research questions and objectives were identified. Relevant quotes were extracted from the interview transcripts and coded accordingly (see Table 4.4). The process of coding was one of the most crucial parts of analysis (Huberman and Miles, 1994). As suggested by Tuckett (2005) coding the interview responses in this process helped the researcher organise raw data into meanings.

In the early stage of coding using manual thematic analysis by the researcher himself, responses of 36 interviewees were coded according to the interview questions. For example, question number two was regarding prospect of Halal tourism development, so responses related to prospect of Halal tourism development were selected from the transcripts under a code number that was labelled as prospect of Halal tourism development. Similarly, this process was applied in coding interview responses related to each of the interview questions. While systematically coding through the entire data set, repeated patterns of themes emerged. This, in fact, was the indication of reaching the saturation stage of data ideas.

Searching for themes and sub-themes was started once all the data had been coded and collated. Themes and sub-themes were developed from the list of codes where the responses of the research participants were stored. Research question related codes were considered in order to sort and develop themes and sub-themes. The developed themes were assembled in

an organized manner in order to understand the investigated phenomena. At this stage, tables and mind maps were used to label appropriate names of the themes (see Tables 4.3 to 4.7 below).

Table 4. 3 Thematic Data Analysis Process

Phase	Description of the Processes
1. Familiarising with data	Transcribing data (if necessary), reading and re-reading the data, noting down initial ideas.
2. Generating initial codes	Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code.
3. Searching for themes	Collating codes into potential themes, gathering all data relevant to each potential theme.
4. Reviewing themes	Checking in the theme works in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic 'map' of the analysis.
5. Defining and naming themes	Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells; generating clear definitions and names for each theme.
6. Producing the report	The final opportunity for analysis. Selection of vivid, compelling extract examples, the final analysis of selected extracts, relating back to the analysis of the research question and literature, producing a scholarly report of the analysis.

Source: Adapted from Barun & Clarke (2019)

Table 4. 4 Codes Applied to Extract Responses from Interviews

Data Extract	Coded for
About 90 percent of our population is Muslim, it is a great aspect for us to attract Muslim tourist from all over the world to develop Islamic tourism in Bangladesh. **(Interview No. 06, Personal Communication, Tourist, 10.07.2019)**	Muslim Majority Country
All of foods served at my restaurant is known to me and these are Halal absolutely. Though there is no doubt about the Halal assurance of the food and beverages to me as I am local tourist but it should be guaranteed to the international tourists. **(Interview No. 27, Personal Communication, Practitioner, 13.11.2019)**	Abundance of Halal Food and Beverage
Bangladesh has paid special emphasis recently in developing its tourism sector where pilgrimage and religious tourism play a significant role based on Bishwa Ijtema that attracts around 5,000-6,000 Muslims devotees from India, Pakistan, Indonesia, Maldives, Malaysia, Brunei Darussalam and other countries. **(Interview No. 21, Personal Communication, Practitioner, 27.10.2019)**	Host Country of Annual Biswa Ijtema
In every day many Muslims and even non-Muslims are come here (shrine of Shah Makhdhum at Rajshahi). Sometimes visitors came from the abroad to know about the life history of Shah Makhudhum (Rah.), his actions, his voices etc. **(Interview No. 05, Personal Communication, Tourist, 08.07.2019)**	Islamic Heritage Sites
Our country is full of Islamic heritages. Almost in every region you will find at least one Islamic heritage site. But we cannot take any steps to conserve them properly. Due to this these heritages sites are going to be destroyed. **(Interview No. 05, Personal Communication, Tourist, 08.07.2019)**	Inadequate Conservation of Islamic Heritages
As like me, many small businessmen in tourism sector face the same problem that is shortage of capital to provide good services to the Muslim tourists as per their requirements. Sometimes it is very difficult for us to maintain the quality of service due to shortage of money. **(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)**	Insufficient Islamic Financial Support
The problem is not in Halal food and drinks in our country rather the problem is in promoting this idea to the Muslim tourists of the world. Many Muslim countries do it by arranging Halal conferences. So, we can do it. **(Interview No. 27, Personal Communication, Practitioner, 13.11.2019)**	Absence of Promoting Halal Food and Beverage
As you know that the Cox's Bazar Sea Beach is the largest sea beach in the world, so we came here frequently but the short dress of female annoys me seriously. As a Muslim we cannot do it in public place like Sea Beach. It should be separated from the usual place of Sea Beach. **(Interview No. 28, Personal Communication, Tourist, 13.11.2019)**	Improper Dress Code
About all foods in our country is Halal I think but the Muslim tourists may not know it. We have to inform them with proper media. Here we may use social media also. So promoting the availability of Halal foods and drinks in very necessary.	Adequate Publicity of Halal Assurance

(Interview No. 09, Personal Communication, Tourist, 24.08.2019)	
As the praying mats for prayer in the Mosque is too much dirty so it should be washed regularly as it is used in our religious purposes. And the wudhu facility given here is not good enough. So it should be increased in quality and quantity. **(Interview No. 05, Personal Communication, Tourist, 08.07.2019)**	Providing Proper Prayer Facilities
…………. I think special entertainment facility can be arranged for Muslims only like Quran reciting competition. Or the program can be separated from the common cultural event. **(Interview No. 31, Personal Communication, Tourist, 15.11.2019)**	Halal Tour Packages and Entertainment
………… remarkable Islamic heritage sites in our country. But we could not point out these to the world that will attract the tourist to visit these destinations. We have to highlight these in front of the Muslim tourists. **(Interview No. 05, Personal Communication, Tourist, 08.07.2019)**	Highlighting Islamic Heritages

Source: Researcher's own compilation

In order to validate the themes and sub-themes that emerged from the interview transcripts, the researcher utilised the expertise of his principal supervisor as an external auditor. After developing themes and sub-themes based on interview questions, the researcher sent that to his supervisors regularly. The supervisors responded to the themes and sub-themes where necessary, a process of rigorous member checking that helped achieve validation of the themes and sub-themes that emerged from the interview transcripts.

4.5 Summary of the Key Themes and Sub-themes

In relation to the research questions, there are three key themes emerged from the interview responses in the Halal tourism development in Bangladesh. Under these key themes, a wide range of sub-themes have emerged that have been categorised as prospect of Halal tourism development, barriers to develop Halal tourism and potential ways to overcome the barriers for developing Halal tourism in Bangladesh (see Tables 4.5, 4.6 and 4.7 below).

Table 4. 5 Key Theme 1 – Prospects of Halal Tourism Development

Key Theme	Sub-themes

Prospects of Halal Tourism Development	• Prominent Muslim Country
	  ✓ *Muslim Majority Country*
	  ✓ *Muslim Friendly Environment*
	  ✓ *Hospitality of the Local Muslims Community*
	  ✓ *Islamic Stability and Safety of the Country*
	• Growth of Halal Tourism
	  ✓ *Growth of Global Halal Tourism Market*
	  ✓ *Growth of Muslim Visitors' Arrival*
	  ✓ *Host Country of Annual Biswa Ijtema*
	• Offered Facilities for Tourists
	  ✓ *Abundance of Halal Food and Beverage*
	  ✓ *Availability of Praying Facility*
	  ✓ *Availability of Accommodation Facility*
	  ✓ *Availability of Halal Gastronomy*
	  ✓ *Banning of Gambling and Alcohol*
	  ✓ *Availability of Shopping Malls*
	  ✓ *Availability of Conference and Event Venues*
	  ✓ *Muslim-Friendly Airlines and Airports*
	  ✓ *Muslim-Friendly Travel Agencies and Packages*
	  ✓ *Readiness of Human Capital*
	  ✓ *Muslim-Friendly Local Transportation Facilities*
	  ✓ *Muslim-Friendly Online Booking Websites*
	  ✓ *Availability of Ramadan Services*
	• Islamic Heritage and Culture
	  ✓ *Dhaka as Capital of Mosques*
	  ✓ *Awarded Dhaka as OIC City of Tourism*
	  ✓ *Islamic Heritage Sites*
	  ✓ *Archaeological Heritages*
	  ✓ *Historical and Cultural Heritages*
	• Special Attractions to the Tourists
	  ✓ *Recreational Tourism Resources*
	  ✓ *World Largest Sea Beach*
	  ✓ *World Largest Mangrove Forest*
	  ✓ *Scope of Nature-based Tourism for Muslims*
	  ✓ *Opportunity for Niche Tourism*
	  ✓ *Host Country of Many Sports Events*

Table 4. 6 Key Theme 2 – Barriers to Develop Halal Tourism

Key Theme	Sub-themes

Barriers to Develop Halal Tourism	• Shortage of Knowledge
	   ✓ *Diverse Understanding on Halal Tourism*
	   ✓ *Misconception or Lack of Halal Tourism Knowledge*
	   ✓ *Lack of Market Information*
	   ✓ *Inadequate Knowledge Regarding Environmental Friendly Behavior*
	   ✓ *Lack of Knowledge and Awareness*
	   ✓ *Absence of Educational Institutions*
	   ✓ *Shortage of Expertise Knowledge*
	   ✓ *Absence of Sustainability Concept*
	• Poor Promotion
	   ✓ *Absence of Promoting Halal Food and Beverage*
	   ✓ *Not Highlighting Islamic Heritages*
	   ✓ *Lack of Promotion*
	   ✓ *Shortage of Promotional Funds*
	• Concerning Issues to the Tourists
	   ✓ *Security Concerns*
	   ✓ *Not Providing Proper Prayer Facilities*
	   ✓ *Conventional Airlines/Transportation*
	   ✓ *Common Tour Packages and Entertainment*
	   ✓ *Lacking Information for the Tourists*
	   ✓ *Lack of Skilled Muslim Tourist Guide*
	   ✓ *Problem at Proper Accommodation*
	   ✓ *Inadequate Infrastructure*
	   ✓ *No Proper Identification of Halal Food Outlets*
	   ✓ *Absence of Halal Tourism App*
	   ✓ *Inefficient Human Resources*
	   ✓ *Deficient Parking Facility*
	• Halal Tourism Policy Perspective
	   ✓ *No Halal Certification Authority*
	   ✓ *Improper Dress Code*
	   ✓ *Lack of Specialized National Entity*
	   ✓ *Free Mixing*
	   ✓ *Absence of Proper Monitoring and Control*
	   ✓ *Lack of Consistent Halal Tourism Strategies and Policies*
	   ✓ *Over Dependence on Government*
	   ✓ *No Control over Tour Operators*
	   ✓ *Lack of Foreign Direct Investment (FDI)*
	   ✓ *Unplanned Tourism Development*
	   ✓ *Increasing Competition*
	   ✓ *The Issue of Islamophobia*
	• Deficiency from Authority
	   ✓ *Insufficient Budget for Tourism*
	   ✓ *Shortage of Tourism Infrastructure Development Fund*
	   ✓ *Absence of E-visa for Tourists*
	   ✓ *Inadequate Conservation of Islamic Heritages*
	   ✓ *Absence of Training Institution Related to Tourism*
	   ✓ *Insufficient Role of BPC and BTB*
	   ✓ *Lack of Commitment from Government*
	   ✓ *Lack of Tourism Investment*
	   ✓ *Tourism Development in Selected Areas*
	   ✓ *Lack of Logistic Support*
	   ✓ *Inadequate Islamic Financial Support*
	   ✓ *Low Air Connectivity*
	• Gap in Coordination
	   ✓ *Lack of Coordination among Tourism Organizations*
	   ✓ *Coordination Gap with Private Sector*
	   ✓ *Lack of Coordination with Other Ministries*
	   ✓ *Lack of Cooperation from Local Authority*
	   ✓ *Absence of Knowledge Sharing*
	   ✓ *Lack of Unity among the Members of the Organizations*
	   ✓ *Lack of Coordination among Various Stakeholders*
	   ✓ *Problem of Bureaucracy*
	   ✓ *Lack of Managerial Efficiency*
	• Societal and Environmental Problems
	   ✓ *Seasonal Tourism*
	   ✓ *Travel Agency Fraudulency*
	   ✓ *Corrupted Officials*
	   ✓ *Problem of Pickpocketing*
	   ✓ *The Problem of Traffic Jam*
	   ✓ *Careless Behavior of the Local Tourists*

Table 4. 7 Key Theme 3 –Potential Ways to Overcome the Barriers

Key Theme	Sub-themes
Potential Ways to Overcome the Barriers	- Awareness Programs *Develop Proper Knowledge and Awareness* *Host Community Awareness and Participation* *Muslim Travel Market Research* *Training Facilities on Halal Tourism* *Collect Market Information* *Hiring of Experts* *Awareness Programs for the Local Tourists* - Halal Tourism Policy Perspective *Halal Certification Authority* *Consistent Halal Tourism Strategies and Policies* *Acceptable Dress Code* *Controlling the Free Mixing* *Adequate Foreign Direct Investment (FDI)* *Proper Monitoring and Control* *Monitoring Tour Operators* *Developing Skilled Man Force* *Require a Specialized National Entity* *Require Long Term Planning* - Adequate Promotion *Adequate Publicity of Halal Assurance* *Require Huge Promotion* *Arranging Halal Tourism Fairs* *Use of IT in Promotion* *Allocate More Promotional Funds* *Highlighting Islamic Heritages* *Promote Coastal Area Tourism and Wild Life Safari* *Require New Brand Identity* - Advanced Facilities to the Tourists *Ensuring Security and Safety* *Providing Proper Prayer Facilities* *Suitable Accommodation* *Upgraded Muslim Friendly Airlines/Transportation* *Halal Tour Packages and Entertainment* *Skilled Muslim Tourist Guide* *Detail Information for the Tourists* *Adequate Parking Facility* *Halal Tourism App* - Support from Authority *Sufficient Tourism Budget* *Interest Free Loan* *Exempting from Tax and VAT* *Infrastructure Development* *Preserving the Tourism Destinations and Sites* *Logistic Support* *Proper Role of BPC and BTB* *Commitment from Government* *Correcting the Image of the Country* *Adequate Tourism Investment* *Developing in a Planned Way* *Tourism Infrastructure Development Fund* *Exploration of New Sites* *Monitoring Travel Agencies* *Sufficient Amount of Investment* *Focus on Tourism Innovations* *Increase Air Connectivity* *Developing Enclave Tourism* *Sufficient Islamic Financial Support* *Easing Visa and Travel Formalities* - Coordination *Establishing Coordination* *Increasing Communication with Other Ministries* *Coordinating with Private Sector* *Cooperation from Local Authority* *Develop Coordination among Various Stakeholders* *Private Sector Participation* *Minimizing the Bureaucracy Problem* - Societal and Environmental Problems *Minimizing the Traffic Jam* *Ensuring Clean and Safe Environment* *Continuity in Tourism* *Removing the Problem of Pickpocketing* *Minimizing the Corruption*

4.6 Chapter Summary

The analytical approach adopted in this thesis has been outlined in this chapter in order to examine the qualitative responses. At the outset, the fieldwork undertaken for this thesis has been discussed. In this regard, the interview schedule of 36 research participants has been delineated. The demographic information related to interview participants in terms of their status, gender and age group have been discussed. These follows the discussion on steps adopted for analysing the interview responses. In this regard, the transcribing, coding and theme and sub-theme development steps have been discussed. The validation of the emerged themes and sub-themes has been outlined also. Finally, the themes such as prospect of Halal tourism development, barriers to develop Halal tourism and potential ways to overcome the barriers in for developing Halal tourism in Bangladesh and sub-themes emerged from the interview responses have been outlined.

CHAPTER FIVE

FINDINGS OF THE RESEARCH

5.1 Introduction

In this chapter major themes and sub-themes that emerged from the analysis of the interviews are illustrated, based on the five research questions from which the researcher developed relevant interview questions. As the research questions were based on gaps in academic literature, it was necessary for the researcher to develop interview questions that were original and understandable to the respondents. It was essential that the meaning and outcomes of the interview questions would not deviate for any reason or at any stage from the key research questions. The research findings based on the interview questions are outlined chronologically.

5.2 Prospects of Halal Tourism in Bangladesh

According to the interview participants the Halal tourism development prospects in Bangladesh is revolved around prominent Muslim country, growth of Halal tourism, offered facilities for tourists, Islamic heritage and culture and special attractions to the tourists. These factors are discussed in the following section with their sub-factors (see Table 4.5):

5.2.1 Prominent Muslim Country

Bangladesh is obviously a renowned Muslim country in the world. The interview participants talked about like Muslim majority country, Muslim friendly environment, hospitality of the local Muslims community and Islamic stability and safety of the country.

5.2.1.1 Muslim Majority Country

A Muslim-majority country is a nation where the religion of Islam is widespread. Though Bangladesh is one of the Muslim populated countries in the world but still there is no remarkable development of Halal tourism sector like other Muslim populated countries in the world. Many of our neighboring countries like Indonesia, Malaysia etc. have developed in their Halal tourism segment. Now, it is time for Bangladesh. Many local tourists as well as management practitioners have talked about this.

> *About 90 percent of our population is Muslim, it is a great aspect for us to attract Muslim tourist from all over the world to develop Islamic tourism in Bangladesh.*

> (Interview No. 06, Personal Communication, Tourist, 10.07.2019)

Bangladesh has already known as Muslim country all over the world now we have to introduce the concept of Halal tourism in front of the tourist. From many Muslim countries and non-Muslim countries we can bring Muslim visitors to visit our various destinations.

(Interview No. 13, Personal Communication, Practitioner, 12.09.2019)

5.2.1.2 Muslim Friendly Environment

As Bangladesh is a Muslim majority country so it's social, cultural and public life environments are Muslim friendly. Some of the interviewees said about this,

The public life of our country is compatible with Islamic viewpoint. So I think the foreign Muslim tourists can easily accept our environment. Even they could not differ the public life of their own country and our country. It is a great motivation for them to visit Bangladesh again and again.

(Interview No. 09, Personal Communication, Tourist, 24.08.2019)

Most of the Asian Muslim countries are similar in their social, cultural and public life environment. I have visited some of these countries and I did not find so many difference among them countries. In this perspective, I believe Bangladesh can attract Muslim tourists from these countries.

(Interview No. 23, Personal Communication, Practitioner, 27.10.2019)

5.2.1.3 Hospitality of the Local Muslims Community

The People of Bangladesh are extremely straightforward, and they have a glad existence with the family. They like to keep up the local area, and the majority of individuals don't attempt to prepare to stun the world. The local Muslim community of Bangladesh are very friendly towards their guests. Our rural people are so much simple and they are so mush festive. They receive any kinds of guest with a glad mind. The Muslims of our country treat tourists as guest to their own house. One of the domestic Muslim tourist quoted:

People who came to our country from abroad is as like my guest come to my own house. So we have to treat them as we behave to our kith and kin. It is not merely my word, if you go to any house of this area you will be served as so.

(Interview No. 10, Personal Communication, Tourist, 24.08.2019)

5.2.1.4 Islamic Stability and Safety of the Country

Not only are tourist arrivals a barometer of the currency of a nation relative to other currencies, but also of a nation's secure perception (Cothran and Cothran, 1998). Since some Islamic countries such as Syria, Libya, Iraq and Palestine are embroiled in political problems and military conflicts. Muslims tourists, particularly those of Arab countries were in search of Islamic stability which they like to experience. According to one of the participants,

> ……………*I think at this moment the safest and stable country in the Muslim world is Bangladesh. From this perspective many inhabitants of other Muslim countries are desired to come in our country. It a great pleasure for us and we thank to our government to ensure such kind of environment.*

> (Interview No. 11, Personal Communication, Practitioner, 25.08.2019)

5.2.2 Growth of Halal Tourism

The growth of Halal tourism can be understood from the responses of the respondents those are coded as growth of global Halal tourism market, growth of Muslim visitors' arrival and host country of annual Biswa Ijtema.

5.2.2.1 Growth of Global Halal Tourism Market

The advance of Muslim population is fast and constant around the world. Nowadays among the many tourism segments the demand of Halal tourism segment is increasing day by day. Like the many Asian Muslim countries Bangladesh has a huge potentiality to grasp this lucrative market.

> *We know that Bangladesh is Muslim country but it is matter of great sorrow that we could not developed our Halal tourism sector like our neighboring countries such as Indonesia, Malaysia and so on. But opportunity is waiting and we have to catch it as soon as possible.*

> (Interview No. 13, Personal Communication, Practitioner, 12.09.2019)

5.2.2.2 Growth of Muslim Visitors' Arrival

Last year Bangladesh was the nineteenth most popular tourist destination for Muslims in the world but in the previous year Bangladesh was not in top twenty then the position was twenty fourth (GMTI, 2019; 2018). One hotelier quoted,

If you see the Muslim tourists market of the world, it's increasing day by day. Among many Muslim counties Malaysia and Indonesia are in a fighting position to grasp this market to be in the leading position. Though Bangladesh is in a lower position in this chart but there is a huge scope for Bangladesh to increase Muslim visitors and as per my observation the Muslim visitors' arrival is increasing day by day.

(Interview No. 20, Personal Communication, Practitioner, 26.10.2019)

5.2.2.3 Host Country of Annual Biswa Ijtema

"Biswa Ijtema" is considered as the second largest gathering after Hajj in terms of Muslim participants each year. People from the almost all countries around the world visit Bangladesh to join this gathering that usually held during January each year (World Bulletin, 2015).

We all know that Hajj is the largest gathering of Muslims in Saudi Arabia. Beside Hajj Umrah is also helpful for Saudi Arabia in terms of their tourism sector development. In case of our country we can use the gathering of Ijtema like Sadu Arabia.

(Interview No. 21, Personal Communication, Practitioner, 27.10.2019)

Before and after the Ijtema time the Muslims of all over the world can be attracted to visit our various sites and destinations. And some Muslims already do that. But we have to increase this numbers.

(Interview No. 34, Personal Communication, Tourist, 26.12.2019)

According to one of the deputy managers of Bangladesh Parjatan Corporation,

Bangladesh has paid special emphasis recently in developing its tourism sector where pilgrimage and religious tourism play a significant role based on Bishwa Ijtema that attracts around 5,000-6,000 Muslims devotees from India, Pakistan, Indonesia, Maldives, Malaysia, Brunei Darussalam and other countries.

(Interview No. 25, Personal Communication, Practitioner, 28.10.2019)

5.2.3 Offered Facilities for Tourists

Abundance of Halal food and beverage, praying facility, accommodation facility, Halal gastronomy, shopping malls, conference and event venues, Ramadan services, banning of gambling and alcohol, Muslim-friendly airlines and airports, travel agencies and packages,

local transportation facilities, online booking websites and readiness of human capital are the mentionable offered facilities to the tourists according to the research participants.

5.2.3.1 Abundance of Halal Food and Beverage

One of the most important elements of Halal tourism development for any destination is availability of Halal food and beverage. In our country the food and beverages one can see almost these are Halal. It is not exceeded to say that even the Muslim tourists need not to be asked about the Halal assurance of the served food and beverage.

> *All of foods served at my restaurant is known to me and these are Halal absolutely. Though there is no doubt about the Halal assurance of the food and beverages to the local tourist but it should be assured to the international tourists.*

> (Interview No. 27, Personal Communication, Practitioner, 13.11.2019)

5.2.3.2 Availability of Praying Facility

Five time praying (that commonly known as Solat) is must for a Muslim men or women in a day. For performing this praying there is a need of praying place (commonly known as Mosque), wudhu facility with washroom, Qibla direction, praying mat, praying time announcement and so on. And in whole Bangladesh these facilities are available in every city, town or village.

> *As Dhaka is called the City of Mosque so it need not to be explained the available praying facilities for the traveler in our country. Any Muslim traveler can find out Masjid here and there not only in Dhaka but also all over the country.*

> (Interview No. 19, Personal Communication, Practitioner, 26.10.2019)

> *I think the number of Masjid in our country exceeded many other Muslim countries in the world even the Middle East. You can see Masjid and Masjid beside the high road, side road, city, village, local bazar, school, college and university. Maximum of these Masjid are open for all the time in a day.*

> (Interview No. 04, Personal Communication, Practitioner, 07.07.2019)

5.2.3.3 Availability of Accommodation Facility

Accommodation or lodging is, by a long way, the largest and most omnipresent sub-sector within the tourism economy. With few exclusions, tourists have need of a location where they

can relaxation and revive during their travel through, or stay within, a tourism destination (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008).

> *Last 10 years the accommodation facility is developed hugely. You can see the residential hotel is here and there even in the village area……………………….. So it is a good news for us that the accommodation issue is not a problem at all in the whole country. Tourists can easily find out the lodging facility at any area of our country.*

> (Interview No. 27, Personal Communication, Practitioner, 13.11.2019)

> *The matter of accommodation is not an issue according to my opinion. As the people of Bangladesh is very hospitality in nature. They can receive the visitors at their own house as like their own guests.*

> (Interview No. 16, Personal Communication, Tourist, 14.09.2019)

5.2.3.4 Availability of Halal Gastronomy

As Halal food becomes available in more destinations, services and operators will redesign their culinary activities to be inclusive and Muslim friendly, pioneering a new wave of Halal centric gastronomy tours and activities (HTF, 2020). Culinary tourism has been a popular trend over the past years but Muslim travelers were often unable to participate in such activities due to their Halal dietary requirements. In Bangladesh, Halal gastronomy is already available in various tourist destinations. According to one of the respondents:

> *……………gastronomy services in Dhaka city is available. Most of the hotels arrange it on a regular basis. You can find the matter of gastronomy outside Dhaka also. Nowadays it is very common and popular kind of food habit not only to the tourists but also to the local people. …………...and absolutely as a Muslim country it is bounded with Shariah allowed food items. I have experienced such kind of eating many times.*

> (Interview No. 26, Personal Communication, Practitioner, 28.10.2019)

5.2.3.5 Banning of Gambling and Alcohol

Muslims are prohibited from taking any gambling related action, whether they are a gambler or are involved in the gambling industry. They are also not allowed to visit locations where gambling is practiced (Din, 1989; Foggia and Pizzurno, 2012; Stephenson, 2014; Namin, 2013). Furthermore, Battour et al., (2011) note that Muslim countries such as Saudi Arabia, Iran, Bangladesh and Pakistan are enforcing very stringent public alcohol and gambling

consumption policies. The Government of Bangladesh ensures stringent public alcohol and gambling use policies.

> *I think, the public environment of our country is good enough to attract the foreign Muslim tourists. For example, the government of Bangladesh prohibited the public gambling and drinking alcohol publicly that ensure the Islamic environment of our country. You cannot find any kind of gambling and alcoholic environment in public life in the whole country where it is town or village area.*

(Interview No. 15, Personal Communication, Practitioner, 13.09.2019)

5.2.3.6 Availability of Shopping Malls

For travelers, both domestic and foreign visitors, shopping is the number one trip activity (Goeldner, Ritchie & McIntosh, 2000; TIA, 2003), and a trip is not complete for many without having spent time shopping (Hudman and Hawkins, 1989). Tourists want to take something from the ride home and go shopping as a result (Gordon, 1986). Shopping is also one of the big reasons for Muslim travelers to visit. As such, shopping districts and/or malls need to cater to the needs of Muslims shoppers. Bangladesh has also Muslim friendly shopping malls namely Jamuna Future Park and Bashundhara City at Dhaka.

> *We have Jamuna Future Park which is one of the largest shopping malls in the Asia. Tourists can easily shop their desired products in local made as well as foreign made available in this shopping mall.*

(Interview No. 23, Personal Communication, Practitioner, 27.10.2019)

5.2.3.7 Availability of Conference and Event Venues

Meetings, Incentives, Conventions/Conferences and Exhibits- the MICE sector is one of the tourism industry's fastest-growing and most lucrative sectors. In relation to the type of tourism, MICE is used where large numbers of people are deliberately linked to each other in advance through well-planned activities based on a particular subject. For conferences and major events, catering to the Muslim business tourists segment would require the event venue to be able to provide the various Halal services. InterContinental Dhaka, Pan Pacific Sonargaon Dhaka, Six Seasons Hotel, The Olives, Hotel Orchard Suites, Bangabandhu International Conference Center and The Westin Dhaka are some of the examples of Muslim friendly conference and event venues in Bangladesh. An hotelier quoted that,

> *Mainly the business tourism requires conference center and for various program it requires event venues and our most of renowned hotel in Dhaka city provide these facility as per the tourists requirements. So I think it should be promoted to the foreign business trips.*

(Interview No. 23, Personal Communication, Practitioner, 27.10.2019)

5.2.3.8 Muslim-Friendly Airlines and Airports

While traveling, Muslims need to preserve and perform their religious obligations. Among suggested needs of Muslim travelers are Muslim-friendly hotel, Halal foods, Muslim-friendly phone application, and Muslim-friendly airport (Battour, 2018). The Global Muslim Travel Index (2018) reported that two required essential facilities for Muslims during traveling are Halal food and prayer facilities. Battour (2016) also described the needs to establish Muslim-Friendly Airline (MFA) in order to comply with the needs of Muslim travelers. Recently, a Shariah compliant airline service known as Waqf Airline was introduced; catering the pilgrimage to Makkah during Hajj only (Junainah Idris, 2016). Some examples of Muslim-friendly airlines are Garuda Indonesia, Etihad Airways, Emirates Airlines, *Biman Bangladesh*, Egypt Air, Rayani Air, Kuwait Airways, Oman Air, Saudi Airlines, and Pakistan International Airlines.

> *Like many other Muslim countries we have Muslim friendly airlines which provide Halal foods and services. Our airlines whether it government or private do not provide wine or such kind of Haram beverages rather they provide juices, soft drinks and breakfast items.*

(Interview No. 33, Personal Communication, Practitioner, 16.11.2019)

5.2.3.9 Muslim-Friendly Travel Agencies and Packages

Tour guides and tour agencies were quick to bundle Muslim-friendly facilities for Malaysia. Finding a travel agency that specifically caters to Muslim tourists, however, may not be as typical as anyone thought it would be. Some agencies are pleased to provide Muslim travelers with the facilities, while another thing is claiming to be one of the Islamic Travel Agency in Malaysia. It is possibly partially because, if they are courageous enough, most passengers are able to compromise where they can or, if possible, prefer to fly on their own (viavacation, 2020). Indonesia's travel agencies, however, primarily associate Halal or Muslim-friendly travel with Muslim-majority countries only, particularly for pilgrimages to Saudi Arabia. Istanbul, Dubai and Jerusalem are other destinations that they typically pair with Umrah (Winosa, 2018). Like many other Muslim and non-Muslim countries Bangladesh has many

tour operators and travel agencies who are capable of providing Muslim-friendly facilities to the Muslim Tourists and they have already been doing it.   Among these Journey Plus, GoBDGo, Obokash, Pathfriend Tour Operator are prominent.

> *Though there are some complain the travel agencies and their packages but most of the travel agencies of our country is Muslim friendly. They provide Muslim friendly services to the Muslim tourists. If the tourists mention his/her requirements, they usually ready to provide such services to them.*

<div align="right">(Interview No. 12, Personal Communication, Practitioner, 12.09.2019)</div>

5.2.3.10 Readiness of Human Capital

One of the main factors in advancement of any tourism industry element is the development of human capital. The fact remains that the human capital factor in tourism is inseparably linked to the quality of tourism products in such a way that the degree of competitiveness of tourism businesses or destinations is closely linked to the professionalism of employees who are able to convey a positive image to tourists, while at the same time providing services which meet the expectations of tourists. Human capital is a critical factor which needs to be established in the tourism industry with awareness, expertise and training in catering to Muslim tourists. One of the officials from tourism institution quoted that:

> *I believed that, human capital is available in our country but it needs training to shape them in the field of Halal tourism segment. As the issue is contemporarily a new issue for our country and I think, they can cope with this environment if they get proper training program, regarding the aspects and desired behavior.*

<div align="right">(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)</div>

5.2.3.11 Muslim-Friendly Local Transportation Facilities

Almost all of the OIC countries have the Muslim-friendly local transportation facilities. In a study in 2016 showed that, most of the middle and large size bus stations, petrol stations and stopovers have a masjid and ablution facilities along highways and intercity roads in Turkey, Malaysia, Indonesia and other OIC countries (COMCEC, 2016). Most of the intercity bus corporations arrange break times in accordance with prayer times in these countries. Even ferries have a masjid and ablution facilities. In case of Bangladesh it is need not to be explained more about the availability of Muslim-friendly local transportation facilities.

Tourists can say, our local transportation facility is not good enough in quality; it is ok but they have to agree that the local transportation facility is Muslim friendly.

(Interview No. 17, Personal Communication, Practitioner, 14.09.2019)

5.2.3.12 Muslim-Friendly Online Booking Websites

On worldwide online booking websites, Muslim-friendly filtering alternatives have been seen for a while. For Muslim hotel booking websites, online filtering tools are newly developed that allow clients to select one or more products and services from traditional hotels. HalalBooking.com, for example, provides hotels and resorts with Halal-related filters. In addition to filters on general characteristics such as star rating and review score, the platforms include filters on the availability of Halal food, no alcohol policy, and women-only facilities. Nearly 200 resorts, hotels and villas are described on the website, most of which are located in Turkey (COMCEC, 2016). In the above worldly renowned and most trusted Muslim-friendly online booking websites allow the tourists to filter or select Bangladesh, beside it Bangladesh has some own Muslim-friendly online booking websites.

I have to say about the available online booking website which are obviously Muslim friendly. If you enter the site you cannot see any type of non-Islamic advertising or something like. So I think the Muslim tourists can easily booked as per their requirements by using the online booking websites.

(Interview No. 18, Personal Communication, Practitioner, 14.09.2019)

5.2.3.13 Availability of Ramadan Services

Although traveling in Malaysia can have its frustrating moments during Ramadan tourism, it can also be a rewarding cultural experience, particularly during the Muslim New Year celebrations that mark the end of the holy month, Eid-ul-Fitr (Reid, 2018). This is a good time to mingle with locals while they are usually at their most accommodating, as Muslims claim that good deeds done during the holy month are rewarded more than usual, such as inviting foreign guests to join them for the dawn meal, dinner, or Eid-ul-Fitr celebrations. Ramadan bazaars pop up every evening in most towns and neighbourhoods during the holy month, offering a variety of traditional Malaysian delicacies that visitors may fail to find at other times of the year. During the holy month, hotels, too, frequently put on elaborate Ramadan buffets. Like many other Muslim countries Bangladesh also offer Ramadan services and facilities to the Muslims tourists during the holy month of Ramadan. It includes

Suhoor, Iftar, and dinner and so on. Many hotels and restaurants arrange these services for the Muslim tourists in every tourism destination in our country.

> *In the time of Ramadan I should say this area gets a new look at the Iftaar time which cannot be described by my words. However the Ramadan facilities that means Suhoor, Iftar, and dinner facilities are available at this destination and I believe as our country is a Muslim country so these facilities are available all over country.*

<div align="right">(Interview No. 16, Personal Communication, Tourist, 14.09.2019)</div>

5.2.4 Islamic Heritage and Culture

As Bangladesh is a renowned Muslim country in the world so it owns some Islamic heritages, monuments and cultural attractions from the past of the time which includes mosques, heritage sites, archaeological heritages and historical and cultural heritages.

5.2.4.1 Dhaka as Capital of Mosques

Hundreds of mosques with modern and Mughal era architectural design will be seen by any tourist while visiting the city (Howlader, 2019). Capital Dhaka is named as the "City of Mosques". One of the tour guides said:

> *The issue of praying is not an issue at Dhaka city. Because this city is known as City of Mosques. Any Muslim tourists can find a Mosque beside any road easily. And about all the Mosques are open all time both day and night.*

<div align="right">(Interview No. 24, Personal Communication, Practitioner, 28.10.2019)</div>

5.2.4.2 Awarded Dhaka as OIC City of Tourism

Dhaka was chosen the "City of Tourism for 2019" by tourism ministers of OIC member states at the closing session of the 10th Islamic Conference of Tourism Ministers (ICTM) that was held Dhaka in 2018. One of the officials from tourism institution quoted that:

> *In the last year, we achieved a great recognition from OIC tourism ministers association is that Dhaka is the city of tourism for the year of 2019. It is a great pleasure for us that will help us to promote our country to international travelers.*

<div align="right">(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)</div>

5.2.4.3 Islamic Heritage Sites

As the world's second largest Muslim country, Bangladesh possesses a strong Islamic heritage. In Bangladesh, the Islamic heritage sites are always of much regards. About all over the country in Bangladesh there are many remarkable mosques, shrines of Muslim scholars and other Islamic heritage sites available.

> *In every day many Muslims and even non-Muslims are come here (shrine of Shah Makhdhum at Rajshahi). Sometimes visitors came from the abroad to know about the life history of Shah Makhudhum (Rah.), his actions, his voices etc.*

(Interview No. 05, Personal Communication, Tourist, 08.07.2019)

> *As you know Sylhet is known as the city of 360 awliayhs. Among them Hazrat Shah Jalal (Rah.) is the most renowned. I come here from my religious point of view. It increases my Iman and religiousness. Mostly, in every year I come with my family members.*

(Interview No. 08, Personal Communication, Tourist, 23.08.2019)

5.2.4.4 Archeological Heritages

Archaeological tourism emerges as one of the most worthwhile industry worldwide as a large number of tourists now visit archaeological sites annually. Archaeological sites are integral parts of regional pasts, heritages, and uniqueness. They are also often major tourist attractions. In Bangladesh, international Muslim and non-Muslim tourists like to enjoy archaeological and historical places first, while scenic beauty is their second preference (Ali and Parvin, 2010). Bangladesh is a country rich in archaeological wealth, particularly during both the Islamic and pre-Islamic periods of the medieval period.

> *I come Dhaka city on a regular basis for my business activity. And when I am free I visit many archeological heritage sites in Dhaka and outside of Dhaka. According to me the most remarkable archeological site is Lalbag Fort at Dhaka. Beside this Paharpur and Mahasthangor at the northern part of this country are mentionable.*

(Interview No. 22, Personal Communication, Tourist, 27.10.2019)

5.2.4.5 Historical and Cultural Heritages

History has been a dominant driving force of tourist activity for the longest time. Bangladesh has been the cradle of civilization, a middle of cultural diffusion since the sunrise of the history of mankind. It changed into the meeting ground of various peoples in distinct states of civilization, the most primitive as well as the maximum superior. The cultural records of Bangladesh is one of the greatest and superb heritages, which each Bangladeshi is legitimately proud of. each segment of the history of Bangladesh has its distinct characteristics and every race of those who got here and settled right here, left its individual racial, religious or cultural influences in the shape of mosques, temples, stupas, monasteries, and spirituality at the side of their related objects (Howlader, 2019). Historical monuments of Bangladesh represent its past and present those are dotted all over the country. Major historical and cultural attractions are- World War II symmetry at Chattogram, Gandhi Ashram at Noakhali district, Suhrawardy Uddyan, National Memorium, Mujibnagar Memorial, Central Shahid Minar, Martyred Intellectual Memorial and Dighapatiya Rajbari (Uttara Ganabhaban) at Natore, Shilaidaha Kuthibari at Kushtia, Sagordari at Jashore, Shahjadpur Kuthibari at Trishal, National Museum and Ahsan Manzil Museum at Dhaka. One of the interviewees quoted:

> *If one wants to know Bangladesh he has to go its historical venues like Mujibnagar Memorial, Central Shahid Minar, Martyred Intellectual Memorial etc. from where one can easily get the historical background of Bangladesh. The foreign Muslim tourists as well as non-Muslim tourists visit these historical and cultural sites of our country when they come to visit our country.*

<div align="right">(Interview No. 35, Personal Communication, Practitioner, 27.12.2019)</div>

5.2.5 Special Attractions to the Tourists

Though Bangladesh is one of the least tourist destinations in the South Asia but there are many beautiful places here to visit. The world largest sea beach named Cox's Bazar and the world largest mangrove forest Sundarbans are most remarkable among them.

5.2.5.1 Recreational Tourism Resources

Bangladesh has notable sea beaches, thousands of rivers and rivulets, numerous lakes and cannels which provide recreation facility like speed boat, paddle boat, normal boat,

swimming, squash etc. to the tourist such as angling, boating, swimming, fishing etc. those can meet the recreational needs of the tourists.

> *Boating is very favorite to me. I come here on a regular time interval only for the boating facility provided here. Sometimes I come with some of my friends for boating here together. I love it very much and enjoy it.*

<div align="right">(Interview No. 29, Personal Communication, Tourist, 14.11.2019)</div>

> *If you asked me why I am visiting here, I can say I am here only for swimming. Swimming is a great passion to me. When I get time I come here eagerly to swim in this beach. You can say it's my part of life.*

<div align="right">(Interview No. 30, Personal Communication, Tourist, 15.11.2019)</div>

5.2.5.2 World Largest Sea Beach

Cox's Bazar sea beach is the longest natural sea beach in the world with an unbroken length of 120 km and the beach is sandy. It is one of the most visited tourist destinations as it has the most attractive sea beaches of Bangladesh. Among them Laboni beach, Inani beach, Kolatoli beach, Sugandha beach and Sonadia island are famous. Here visitors can see the scenic beauty and enjoy the natural waves of Bay of Bengal.

> *Tourists whereas they Muslims or non-Muslims obviously come to our country as we have Cox's Bazar sea beach. The tourists from all over the world have to come to see the world largest sea beach in the planet. Here the Laboni and Inani beaches are most attractive to me.*

<div align="right">(Interview No. 28, Personal Communication, Tourist, 13.11.2019)</div>

> *In one sentence I will say, we have the longest natural sea beach in the world. So tourists will come automatically……….. The beauty of Sonadia islan cannot be descript able. So the tourists will come automatically, I think.*

<div align="right">(Interview No. 31, Personal Communication, Tourist, 15.11.2019)</div>

5.2.5.3 World Largest Mangrove Forest

Sundarbans is the most important mangrove forest within the world. The total area is almost 10,000 km^2. Additionally, its miles at the aspect of Ganges, Brahmaputra and Meghna Rivers within the Bay of Bengal. The area of Bangladesh component is 6,017 km^2. The maximum ample of trees are Sundri and Gewa. On the equal time, it's far the house of Royal Bengal

Tigers. For its wonderful characteristics, United Nations Educational, Scientific and Cultural Organization (UNESCO) has inscribed as world heritage site in 1997. A local small businessman quoted that:

> *As people love nature and element of nature like natural forest. The Sundarbans is the largest natural mangrove forest in the world. People from home and abroad come here to see it regularly. As I am doing business here since 1998 I see that, the number of visitors are increasing day by day.*

(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

5.2.5.4 Scope of Nature-based Tourism for Muslims

A rapidly growing field in the tourism travel sector is nature-based tourism (NBT), also known as ecotourism or nature tourism, described as travel to allow the enjoyment of undeveloped natural areas (Luzar, Diagne, Gan & Henning, 1995; Goodwin, 1996). In protected areas, which attract significant numbers of tourists, most nature-based tourism destinations are situated (Eagles, McCool & Haynes, 2002; ICEM 2003; Spenceley, Kohl, McArthur, Myles, Notarianni, Paleczny, Pickering & Worboys, 2015). International tourists tend to be more interested in nature-based activities in relation to general tourism activities: about 51 percent of surveyed foreign tourists visiting the Association of Southeast Asian Nations (ASEAN) chose nature-based adventure tourism (ASEAN Secretariat, 2016). The land of natural beauty is Bangladesh. This country is renowned for its natural beauty and tropical climate, which draws international visitors (Ali and Parvin, 2010). There are various natural resources are available in our country like sea beaches, hill tricks, mangrove forest, rivers, lakes, Island, tea granary etc. which draw the attraction of tourists. Tourists come to visit to watch these natural resources. These natural resources attract true lover of nature from all over the world.

> *Both natural beauty and water body exist here, for this reason tourists are attracted towards this destination. Mainly visitors arrive over here at this destination in rainy season for enjoying its natural beauty such as fish, trees or water body; on the other hand they arrive here in the dry season for watching migratory birds.*

(Interview No. 07, Personal Communication, Practitioner, 22.08.2019)

5.2.5.5 Opportunity for Niche Tourism

Halal tourism is a growing segment that represents a potentially attractive niche (Sanchez and Moral, 2019). As Muslim travelers are overwhelmingly familiar with the Halal products and services, Halal tourism development in many destinations could be of great interest to many niche tourist marketers. Realizing the prospects for Halal tourism development in many Muslim as well as non-Muslim countries, private organizations and entrepreneurs are targeting different niche market segments of Halal tourism. Like many other Muslim and non-Muslim countries Bangladesh has the opportunity to develop Halal tourism segment as a niche market.

> *You can easily understand the issue of developing Halal niche tourism if you see the current scenario of Islamic Banking in our country. I think, the tourism marketer can easily develop the Halal tourism sector in our country. Many tourism marketer think it divide our market but they should understand the Halal tourism can be developed through niche marketing concept as like many Muslim countries and non-Muslim countries in the world.*

> (Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.2.5.6 Host Country of Many Sports Events

Promise events like the Olympics, Football World Cup, Cricket World Cup, Asia Cup, and Asian Games are important events for tourism, bringing millions of tourists to the country. Catering to major sports events will require the event venue to be able to provide the Halal services to pull the Muslim tourists from the Islamic world. We have Bangabandhu National Stadium also known as Dhaka Stadium, Sher-e-Bangla National Cricket Stadium also called Mirpur Stadium, Maulana Bhasani Hockey Stadium, Sheikh Hasina International Cricket Stadium (under-construction) and many other amazing sport grounds. There are many other remarkable places in our country which can provide Halal facilities for Muslim tourists. Currently Bangladesh is one of the host countries of many sports events especially in cricket.

> *Though the national game of our country is Foot-ball but the cricket is the most popular game of our country. And our country is the host country of many cricket tournaments like Asia Cup, World cup and many other tri series. We can attract the foreign Muslim cricket lovers to visit our country during this time.*

> (Interview No. 36, Personal Communication, Tourist, 27.12.2019)

5.3 Barriers for Halal Tourism Development in Bangladesh

Though Bangladesh is a Muslim majority country and all of the available foods are Halal but there are lot of barriers to the development of Halal tourism in the study sites as well as in the whole country. From the information collected through in-depth interviews and observation, it is documented that there are a wide range of barriers to the Halal tourism development (See Table 4.6). These barriers have been discussed below along with the themes and sub-themes that have emerged mainly from the in-depth interviews:

5.3.1 Shortage of Knowledge

As the adequate knowledge about the concept is the precondition of any kind of practical development for any new idea so the existing diversified and lack of knowledge regarding Halal tourism among the respondents those are the stakeholders of Halal tourism of our country is a great obstacle to develop this concept in our country.

5.3.1.1 Diverse Understanding on Halal Tourism

The diversity of Halal's definition continues to divide the worldwide Islamic tourism industry. In addition to religious understandings, levels of income, level of knowledge of Halal issues, location, and culture have some impact on Muslim tourists' understanding of Islamic tourism. These variables fully form their perceptions with regard to Islamic tourism products and services. In this regard, in order to come up with a more detailed and standard collection of policies and regulations that could cause the development of the Islamic tourism industry, national policy makers need to take all these aspects into account. The Halal tourism sector is also divided by the diversity of Bangladesh's perception of Halal. Apart from religious understandings, levels of income, level of knowledge of Halal issues, location, and culture have some effect on Muslim travelers' understanding of Halal tourism. These variables fully form their standards for the products and services of Halal tourism. Some examples from the interviewees:

> *I think Halal tourism means the presence of Islamic attributes to the destination or site. Any destination can be Halal destination for the Muslims if it fulfils the Muslim tourists' requirements.*

> (Interview No. 02, Personal Communication, Tourist, 06.07.2019)

> *Halal tourism is composed of Halal food products and other religious services.*

In my opinion, Halal tourism is nothing but some Islamic guidelines to attract Muslim tourists. As far I know, firstly the non-Muslim countries invent this concept to attract the visitors from the Muslim countries and now it is also used in many Muslim countries.

5.3.1.2 Misconception or Lack of Halal Tourism Knowledge

Tourism related organizations have lacked knowledge of Halal tourism. Some organizations consider that Halal tourism means ensuring Halal food in and restaurants only. According to one of the research participants:

As Bangladesh is a Muslim majority country so the issue of Halal food for the Muslim tourists from all over the world is not a problem in our country at all.

In some areas local Muslim people have initiated hotel and restaurant businesses. They provide various kind of local food and beverages to the tourists. According to one hotel owner:

We are Muslims and we provide various food and drinks to the Muslim tourists as well as non-Muslims tourists. Here is no problem with Halal tourism development in our destination.

5.3.1.3 Lack of Market Information

There is a lack of information about the potential tourists, their demand and other related information to our concerned authorities. So, without adequate useful information, it is difficult to evaluate the prospective number of tourist and their demand. Among many Muslim countries Malaysia and Indonesia are much more attentive in this regard and they receive most of the Muslim tourists from the whole world. One of the practitioners quoted:

We are very much sorry to say and it is also a great sorrow for us that our government tourism institutions are lack behind in case of tourist arrival data, market structure, market trends and so on. Not particularly for Halal tourism rather for tourism development these market information is very much

necessary for us because we have to develop our products and service as per market needs and demands.

(Interview No. 27, Personal Communication, Practitioner, 13.11.2019)

5.3.1.4 Inadequate Knowledge Regarding Environmental Friendly Behavior

Moreover, most of the tourists from the local do not have adequate knowledge regarding environmental friendly behavior. There is no singular instruction given to the tourists for acceptable behavior inside the destination. Sometimes tourists are involved in such types of activities which are harmful to the environment.

Some tourists do not have enough knowledge regarding their activities inside the tourism destination. They involve in harmful activities to the destination resources.

(Interview No. 31, Personal Communication, Tourist, 15.11.2019)

5.3.1.5 Lack of Knowledge and Awareness

One of the phenomenon that emerges from the growth of the Halal industry is Halal tourism (Samori et al., 2016). In our local Muslim host community and management practitioners there is lack of fundamental knowledge and awareness about Halal tourism. An hotelier say….

Though I am servicing here for a long time but for the first time I have heard the terminology of 'Halal Tourism' from you. However we have served Muslim tourists as per their requirements. These can be included within this segment.

(Interview No. 20, Personal Communication, Practitioner, 26.10.2019)

5.3.1.6 Absence of Educational Institutions

Lack of educational institutions regarding Halal tourism perspective is one of the important barriers to the development of Halal tourism. Like many other Muslim countries Bangladesh did not take any action to include this subject matter in its educational curriculum. Though in some university level the *Tourism and Hospitality Management* subject is available but it did not consider the issue of Halal tourism development in Bangladesh rather they provide knowledge about conventional tourism. Some of the tourism expert talked about this matter.

There is no special educational institution or department at university level regarding Halal tourism like many Muslim countries. So it is a cause why the

people of our country still in darkness about Halal tourism while other Muslim countries gain huge income from this segment of tourism.

(Interview No. 27, Personal Communication, Practitioner, 13.11.2019)

The idea you have talked about have to be explored through the education system otherwise how people can get consciousness about this new form of tourism.

(Interview No. 13, Personal Communication, Practitioner, 12.09.2019)

5.3.1.7 Shortage of Expertise Knowledge

The concept of Halal tourism is contemporarily new issue in the field of tourism. Halal tourism expert means who have the knowledge and expertise in Islamic Sharia or Halal tourism. Though many Muslim and non-Muslim countries are developing day by day with Halal tourism development but Bangladesh is in the introductory level due to the shortage of expertise knowledge regarding Halal tourism.

> *It can be said that there is shortage of expertise knowledge in case of Halal tourism field in our country. I think some international Halal tourism experts we can hire from Malaysia, Indonesia or any other Muslim countries.*

(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

> *We need to have some foreign expertise because we don't have much experience regarding Halal tourism development.*

(Interview No. 10, Personal Communication, Tourist, 24.08.2019)

5.3.1.8 Absence of Sustainability Concept

The idea of sustainability is not practiced well in our tourism sector. Like many other tourism segments the Halal tourism development also require sustainability concept in case of natural beauty areas, sea-beaches, Islamic heritage sites and so on. In many tourism protected areas of Bangladesh some wealthy and elite people are violating the existing law by constructing luxury house, hotels and restaurants.

> *You ask me about Halal tourism development but I think for any kind of tourism development it must be in priority number one that the sustainability of existing tourism destinations with its natural beauty. Otherwise we will lose this huge potential sector.*

(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.3.2 Poor Promotion

Not only had the Halal tourism aspect rather total tourism industry of Bangladesh suffered in lack of promotion which was found from the research interviewees.

5.3.2.1 Absence of Promoting Halal Food and Beverage

Though Bangladesh is a Muslim majority country and most of the foods and beverages are commonly Halal but it's require promotion to attract the Muslim tourists from the abroad. Many management practitioners said about this.

> *The problem is not in Halal food and drinks in our country rather the problem is in promoting this idea to the Muslim tourists of the world. Many Muslim countries do it by arranging Halal conferences. So, we can do it.*
>
> (Interview No. 27, Personal Communication, Practitioner, 13.11.2019)

> *About all foods in our country is Halal but the Muslim tourists may not know it. We have to inform them with proper media. Here we may use social media also.*
>
> (Interview No. 09, Personal Communication, Tourist, 24.08.2019)

5.3.2.2 Not Highlighting Islamic Heritages

Many nations dominated by Islamic tourism follow new and effective marketing techniques to highlight their Islamic heritage. As well as non-Muslim tourists covering the entire globe, they also base their Islamic heritage sites on Muslim tourists. Though we have many Islamic heritage sites and monuments but we are lack behind to highlight these in front of the tourists.

> *We have some remarkable Islamic heritage sites in our country. But we could not point out these to the world that will attract the tourist to visit these destinations.*
>
> (Interview No. 05, Personal Communication, Tourist, 08.07.2019)

5.3.2.3 Lack of Promotion

Without an effective strategy of advertising, marketing and public relations, the success of the tourism industry, whether traditional tourism or Halal tourism, cannot be anticipated. Bangladesh lacks professional manpower and technological experience in the formulation of advertising, publicity and public relations policy guidelines.

> *As far as promoting our tourism sector is concerned, I would like to note, first of all, that the Bangladesh Parjatan Corporation website is not well established with adequate information, such as photographs of renowned*

locations, accommodation facilities, modes of transport, distance from the capital city and other required tourist information.

(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

5.3.2.4 Shortage of Promotional Funds

With comparing some of our neighboring countries and OIC countries we allocate very small amount of budget to promote our whole tourism sector. But promotion is the main pillar for developing such kind of service industry. Muslim as well as non-Muslim countries from all over the world are promoting their tourists attractions and offered facilities to the tourists in every possible ways as the allocate sufficient promotional funds to promote their industry.

I think, there is problem regarding the promotional funds allocation. Simply, if you go google you can see advertisement from Indian, Malaysian or Turkey tourist's attraction but we do not have such kind of promotion. For this reason, I think this is for the lack of funds to promote.

(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

5.3.3 Concerning Issues to the Tourists

The tourists may experience problems relating to various factors such as poor services, undesirable environment, safety and security, etc. and these are the most concerns issues for them. According to the respondents following are the concerning issues to the tourists:

5.3.3.1 Security Concerns

Many governments around the world have released a travel advisory asking their people not to travel to such OIC destinations unless absolutely required. Most Muslim visitors travel with their families and usually want more family-friendly activities such as shopping, sightseeing, theme parks, nature reserves or museums. These Muslim tourists are much more concern about the security inside Bangladesh.

In Cox's Bazar sea beach robbery, eve teasing are very common after evening. These events make the tourists insecure here. But in our hotel there is no such kind of disturbance for our guests where they are male or female.

(Interview No. 27, Personal Communication, Practitioner, 13.11.2019)

5.3.3.2 Not Providing Proper Prayer Facilities

Most of the destinations and sites of our country the prayer facilities are available but it is not proper. There is absence of washed mats, Qibla direction, proper wudhu facility, prayer time announcement etc.

> *The praying mats for prayer in the Mosque is too much dirty. It should be washed regularly as it is used in our religious purposes. And the wudhu facility given here is not good enough.*
>
> (Interview No. 05, Personal Communication, Tourist, 08.07.2019)

> *In the praying place there is no Qibla direction here so it is very difficult for us who came from long journey distance to find out the Qibla direction for praying. I think, in the praying place there should be a Qibla direction sign or indicator.*
>
> (Interview No. 08, Personal Communication, Tourist, 23.08.2019)

5.3.3.3 Conventional Transportation/Airlines

Many Halal tourism practices countries provide Halal transportation or commonly known as Halal airlines to Muslims tourists to attract tourist from all over the world especially from the Muslim world. They provide Muslim friendly services like Halal food, fruit juices in replace of alcohol, separating the passengers as per gender and so on.

> *Every year I came Bangladesh for Ijtema, the worst situation for me is to get services from the women air hostess who dressed un-Islamic. ……………*
>
> (Interview No. 30, Personal Communication, Tourist, 15.11.2019)

5.3.3.4 Common Tour Packages and Entertainment

The content of the Halal tour packages must be based on Islamic principles. It should include visits to the Islamic monuments, heritage sites, remarkable mosques, promote event during the month of Ramadan and visitation to the local Muslim communities and mosques.

> *Though the entertainment is essential in tour program but some enjoyment programs of my tour packages in Cox's Bazar break the Sharia law. I think special entertainment facility …………… The cultural program of my tour package is not allowed in Islam.*
>
> (Interview No. 31, Personal Communication, Tourist, 15.11.2019)

5.3.3.5 Lacking Information for the Tourists

There is no enough information for the tourists inside the Islamic heritage sites destination. Most of the tourists are first-time visitors. They do not have details about the site and its available resources. Tourists become confused to where they will move, what they will enjoy, and what roles they will play inside the sites. According to one of the interviewees:

> *We came here to know the pros and cons about the Islamic heritage but significantly there is shortage of information about this site inside it. It is disappoint me very much.*

<div align="right">(Interview No. 08, Personal Communication, Tourist, 23.08.2019)</div>

5.3.3.6 Lack of Skilled Muslim Tourist Guides

Local as well as international Muslim tourists come to visit various tourist destinations and Islamic heritage sites in Bangladesh. International Muslim tourists speak in English which is not understandable for the local illiterate people those work in the destination area. Sometimes they bring tour guides. Guides are not capable enough of satisfying the queries of the tourists. Tour guides do not have detail information regarding Halal tourism services. Special training is required for the Halal tourism tour guides. According to one of the interviewees from the international tourist:

> *It is very hard to understand English from the tour guides. They should be replaced with more educated personnel or they should be trained up to the required level.*

<div align="right">(Interview No. 31, Personal Communication, Tourist, 15.11.2019)</div>

Other research interviewees gave emphasis on developing specialized Halal tourism tour guides. Halal tourism tour guides can be developed through training. These guides should know the details of Halal tourism elements and requirements. They can meet up various quires of tourists regarding this issue.

> *There is no specialist Halal tourism tour guide. Special guides should be trained for the Halal tourism. The tour guides must know the details requirement for the Muslim tourists.*

<div align="right">(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)</div>

5.3.3.7 Problem at Proper Accommodation

Though the accommodation facility is good enough for the tourists in our country but the existing problem for the Muslim tourists about staying in the hotel where the Islamic Shariah is not practiced.

> *I am visiting here with all of my family members including my mother, wife, and daughter. In my residential hotel the presence of male guests in the same floor creates troubling for us.*
>
> (Interview No. 28, Personal Communication, Tourist, 13.11.2019)

> *There is a problem regarding hotels. As I traveled with my wife, it creates a problem in the residential hotels in Cox's Bazar city.*
>
> (Interview No. 30, Personal Communication, Tourist, 15.11.2019)

5.3.3.8 Inadequate Infrastructure

The lack of infrastructure is seen as a major obstacle to capacity building in many OIC member countries and there is a lot of work to be done in the fields of tourism in general and Islamic tourism in particular. Inadequate infrastructure is a substantial barrier for Halal tourism development in Bangladesh. Despite rail becoming one of the most common modes of transportation, not all the districts and sub-districts of the country have been included in the rail network. Under the World Bank Programmes, road transportation has been developed in recent times in major divisional cities. However, the country's road transportation at the district and sub-district level has not been developed adequately. Most connecting roads from sub-districts to district level and to the divisional cities remain very narrow and under-developed. Related government organisations include Roads and Highway, Railway, Transportation, Inland Water Development, Health, Power Development Board, Telecommunication, and local administrations also need to cooperate with the NTO. According to an officer of the NTO,

> *As the various mode of transportation is very important so you have to provide all ways of transportation for the Muslim as well as non-Muslim tourists. Besides this you have to consider safety and security of these mode of transportation to any destination. There are some tourist destinations in our country where transportation system is very bad and the issue of safety and security is not up to the mark.*
>
> (Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

Other facilities including hotels and restaurants have not been developed at the district level of the country. This is also a major barrier to Halal tourism development in the prospective of Bangladesh:

> *One of the most desirable requirements of the Muslim tourists is accommodation facilities. Also there must be road, water, rest house and communication facilities. We haven't been developed these facilities properly yet but we are trying our level best.*

<div align="right">(Interview No. 33, Personal Communication, Practitioner, 16.11.2019)</div>

5.3.3.9 No Proper Identification of Halal Food Outlets

Though all of the foods and drinks are Halal almost but the identification is necessary to attract the tourists from abroad especially Muslim tourists from no-Muslim countries.

> *Many of you can think that there is no need of identification of Halal food center but I think it should be identified and marked due to the attended of the Muslim tourist from non-Muslim countries.*

<div align="right">(Interview No. 12, Personal Communication, Practitioner, 12.09.2019)</div>

5.3.3.10 Absence of Halal Tourism App

Muslim countries and even some non-Muslim countries like Thailand have developed Halal tourism mobile app to guide and instruct their tourists with detailed available services information including all of their destinations and sites. We could not provide such kind of digital information platform for the tourists those are mainly from the abroad.

5.3.3.11 Inefficient Human Resources

In Bangladesh there is lack of awareness regarding the tourism industry. That is why skilled people are unwilling to join tourism industry. Sometimes the salary packages are not that much attractive to pull people from better background. Though there is a huge number of human capital in our country but they are not well efficient and trained in the tourism sector and especially in the Halal tourism sector.

> *I should not say that all people of our country are inefficient rather I should say the efficient people of our country are engaged with other employment sector, so our tourism sector could not get the efficient people. It takes time to make the current people to be efficient.*

<div align="right">(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)</div>

5.3.3.12 Deficient Parking Facility

Some of the local Muslim tourists come with their personal vehicles like cycle, motor bike, and car. But there is no specific area for parking tourists' vehicles in various destinations in our country. Tourists move inside the destination along with their vehicles, which create disturbance for them and other tourists also. One of the participants pointed that:

> *There is no instruction or information for the tourists regarding their activities inside the destination. There is no instruction for parking their vehicles. And even I don't know is there any parking facility or not.*

<div align="right">(Interview No. 29, Personal Communication, Tourist, 14.11.2019)</div>

5.3.4 Halal Tourism Policy Perspective

Most of the Muslim tourists were talked about the Islamic perspective of the tourism services which they have missed due to absence of Halal tourism policy of our country.

5.3.4.1 No Halal Certification Authority

As Halal certification is an integral part of the promotion of Halal tourism for any country so the concern authority of Bangladesh should take necessary actions in this regard as like other Halal tourism hubs in the world. About all of the OIC member countries developed a Halal certification authority to develop Halal tourism.

> *Sea food is very delicious food for me. When I come here I engaged myself in eating various sea food. But sometimes it is very difficult for me to get certainty of Halal food in many restaurants in the Cox's Bazar city. If there is an authority to verify it then it is good for us.*

<div align="right">(Interview No. 28, Personal Communication, Tourist, 13.11.2019)</div>

> *There is a problem regarding Halal certification from the authority in our country. There is actually no authority of Halal certification in Bangladesh.*

<div align="right">(Interview No. 24, Personal Communication, Practitioner, 28.10.2019)</div>

5.3.4.2 Improper Dress Code

Islam provides dress code for the Muslims both for male and female. Many of the tourists talked about the dress code of the other tourists as well as the management practitioners.

> *In some residential hotel the receptionists are wearing unlawful dresses that is not allowed in Islam.*

<div align="right">(Interview No. 30, Personal Communication, Tourist, 15.11.2019)</div>

> *As you know that the Cox's Bazar Sea Beach is the largest sea beach in the world, so we came here frequently but the short dress of female annoys me seriously. As a Muslim we cannot do it in public place like Sea Beach. It should be separated from the usual place of Sea Beach.*
>
> (Interview No. 28, Personal Communication, Tourist, 13.11.2019)

5.3.4.3 Lack of Specialized National Entity

In general, policymakers have yet to pay due attention to this niche market in the majority of OIC member countries. Many OIC member countries have therefore not yet set up specialized national entities / bodies to establish policies and regulate the sector. Only a few OIC member countries, such as Malaysia, Indonesia and the UAE, have a national tourism body that focuses on aspects of policy and regulatory growth in order to emerge as an attractive destination, particularly for tourists interested in Islamic tourism products and services.

5.3.4.4 Free Mixing

Any destination has to segregate male and female to develop Halal tourism as it is a Shariah instruction. Muslim tourists from home and abroad will not consistent with free mixing as it is prohibited in Islamic manner.

> *It is an Islamic heritage site so such kind of free mixing we cannot tolerate as we are Muslims and Islam prohibits it. Many youth male and female are busy with gossiping and funny here and there. The authority should take proper action regarding this issue.*
>
> (Interview No. 08, Personal Communication, Tourist, 23.08.2019)

5.3.4.5 Absence of Proper Monitoring and Control

Because of the absence of proper monitoring and control, many government tourism projects are not completed within the stipulated time frame. Government departments under the concerned Ministries are developing infrastructure facilities in some destinations and Islamic heritage sites, but completion of such projects requires long periods of time in Bangladesh. So the failure of proper monitoring and control in project planning and implementation hamper the development of tourism sector. According to executives of the NTO:

> *Government takes many project for tourism development but we see that these projects are started but not completed at all. In this way the any kind of tourism development is not possible at all.*

(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

Some developer companies are now doing construction near the beach and many historical sites. So, the people are confused regarding the roles of the government about controlling this type of activities.

(Interview No. 28, Personal Communication, Tourist, 13.11.2019)

5.3.4.6 Lack of Consistent Halal Tourism Strategies and Policies

The 'National Tourism Act 2010' has been reformulated by the Bangladesh government with some major changes based on the previous 1992 policy to make the policy successful and create enormous employment opportunities in this field, which ultimately targets the country's socio-economic growth, especially the rural economy (GoB, 2010). A detailed strategic action plan is defined in this new policy. The key objectives are to develop eleven unique areas that include sea beach development, ecotourism in the mangrove forests of Sundarbans, archaeological and historical sites, riverine and local tourism, religious sites, cultural tourism, local tourism, young professionals, tourism centered on community or region, sports and heritage. The religious spots are here but there is no specific strategy and policy regarding the development of Halal tourism in Bangladesh like Malaysia, Indonesia and many other Muslim countries.

If you see the national tourism policy of our country you can find there is no guideline about Halal tourism. Today we say the name of Malaysia, Indonesia or even some non-Muslim countries like Thailand, Newzland in the case of Halal tourism because they have the Halal tourism policy for developing. So it is a great problem for our country to develop Halal tourism.

(Interview No. 15, Personal Communication, Practitioner, 13.09.2019)

For Halal tourism development it is essential for us to develop a Halal tourism policy first but it is a matter of sorrow that we cannot develop a Halal tourism policy till now where many of our neighboring countries are developing day by day with Halal tourism practices.

(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.3.4.7 Over Dependence on Government

Over dependence on government is a barrier for Halal tourism development in Bangladesh also. Many private tourism organizations and NGOs feel that government has the core responsibility for developing tourism. They expect that government will ensure infrastructure

development, maintaining relationship with other tourism-related organizations, promoting Halal tourism to the world and so on.

> *As the government is the sole authority to take any type o actions regarding all issues in a country so government must be aware of Halal tourism development issue like other Muslim countries in the world. Malaysia, Indonesia, Turkey and many more have developed in Halal tourism due to the government direct steps.*

<div align="right">(Interview No. 17, Personal Communication, Practitioner, 14.09.2019)</div>

5.3.4.8 No Control over Tour Operators

As the Halal tourism concept is different from conventional tourism business so the tour operators have to provide extra care regarding the practices Halal tourism toward the Muslim tourists from home and abroad. Here the problem is that the government has no control over the tour operators businesses in our country and in some cases they have not yet get license from government.

> *Tour operators are practicing the Halal tourism as they wish and welcoming the tourists as the way they get more profit. Many tourists annoyed about the services of tour operators but they have no option.*

<div align="right">(Interview No. 12, Personal Communication, Practitioner, 12.09.2019)</div>

5.3.4.9 Lack of Foreign Direct Investment (FDI)

In terms of infrastructure, expertise and access to the global market and distribution chains, the tourism industry is relatively capital-intensive, so Dieke (2000) argues that developing countries lacking capital and access to international marketing networks would attempt to accumulate foreign direct investment to compensate for their disadvantages. In the tourism industry, FDI is mainly related to the location advantage, whereby the provision of facilities on site is part of the business of the company (Markusen, 1995). Higher demand for hotels and other tourist infrastructure is created by the growth of tourists to a particular destination, requiring more investment from the Multinational enterprises (MNEs) (Tang, Selvanathan & Selvanathan, 2007). Comparing with other sector of Bangladesh there is a huge gap in FDI to its tourism sector.

> *As per my knowledge the most neglected sector of our country with considering the FDI is tourism sector. Where the other sectors get crore Taka but we could not get lakh Taka or even thousand Taka investment at our*

sector. Simply I should say we the local businessmen is the only entity for tourism investment.

(Interview No. 20, Personal Communication, Practitioner, 26.10.2019)

5.3.4.10 Unplanned Tourism Development

It is obligatory for any industry development that it should be planned way. But the tourism sector development of Bangladesh is taking place in an unplanned way. Along with Cox's Bazar and many others cities of our country the infrastructure development is happening totally in an unplanned way. Many rich people are constructing lavish hotels and restaurants, shopping malls and many more adjacent to the beach, natural beauty areas, heritage sites and others. But the government or specifically the ministry do not take any legal action regarding this issue.

To attract the tourists firstly we have to preserve our attraction sites with proper concentration. Here, you can find many areas are in danger for unplanned infrastructure development by many businessmen and rich people.

(Interview No. 05, Personal Communication, Tourist, 08.07.2019)

Due to the many hotels, motels and restaurants here and there I cannot observe the nature and real beauty of sea-beach and also I cannot see the beach from the long distance. The authority should take proper step about this.

(Interview No. 28, Personal Communication, Tourist, 13.11.2019)

5.3.4.11 Increasing Competition

The competition regarding Halal tourism is increasing day by day not only from Muslim countries but also from non-Muslim countries also. Singapore, Japan and South Korea are some examples for non-OIC countries which are keenly targeting the Muslim tourists. In addition, Australia and Thailand are also seeking to attract the Muslim traveler. Many countries are lifting visa requirements to facilitate Muslim inbound travel. Both Japan and South Korea has relaxed travel requirements for tourist originating from Malaysia and Indonesia.

5.3.4.12 The Issue of Islamophobia

The Issue of Islamophobia Driven Negative Sentiments towards Muslim and Islamic Countries. In some parts of the world, there have been continued hate crimes towards Muslims and Islamic countries due to Islamophobia. Since the episode of September assault

in 2001, the undertone of Islam fear has arisen through the Western media and causes a social pressure and misjudging about Islam. The recent terrorist attack in Paris has resulted a negative sentiment against Muslims and Islamic countries.

5.3.5 Deficiency from Authority

Most of the respondents from management practitioners were talked in detail about the deficiency from the authority to develop Halal tourism in our country.

5.3.5.1 Insufficient Budget for Tourism

In the budget proposed for the 2020-21 fiscal year for the Civil Aviation and Tourism Ministry, an allocation of Taka 3,688 crore was made with the goal of developing a world-class aviation system as well as turning the tourism industry into an established and modern economic sector (Bangladesh Budget, 2020-21). But is not sufficient for us. We have not well structure in our tourism area. In case of Halal tourism development Bangladesh has no budget until now like Malaysia, Indonesia and many Middle East countries.

> *If you look into the tourism budget of many countries and specific Halal tourism development budget of many Muslim countries such as Malaysia, Indonesia, Bahrain you simply find out the lack of sufficient budget for tourism in our country. I think it hampers the development of Halal tourism greatly.*

> (Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.3.5.2 Shortage of Tourism Infrastructure Development Fund

The Islamic tourism industry has suffered from a shortage of investment funds. This state of affairs stems first from the reluctance of investors in the emerging industry as they fear that there will be a loss of revenue, especially in food and beverages, and secondly due to the under-supply of non-real estate projects with sharia compliant funding (Thomson and Reuters, 2016). Moreover, scarce resources are also a challenge for the Halal certification and standardization bodies, as well as for specialized public bodies for the growth of Islamic tourism. Policymakers need to build and devote funds to the creation of Islamic tourism infrastructure to address this impediment.

5.3.5.3 Absence of Electronic Visa (E-visa) for Tourists

While many Muslim countries like Malaysia, Turkey, Egypt, Saudi Arabia, Qatar, Kuwait, Oman etc. attract tourists from all over the world by offering e-visa for them but Bangladesh still in behind to attract tourists because of absence of e-visa for the tourists. In our country

regarding visa problems, progress has been made with the introduction of visa on arrival for business visitors, but this benefit has not yet been extended to most tourists.

> *Still todays where we called digital Bangladesh but the foreign tourists who are willing to come in our country have to face physical waiting line at our embassy in their country. I think it hampers our tourism sector development very much.*

(Interview No. 13, Personal Communication, Practitioner, 12.09.2019)

5.3.5.4 Inadequate Conservation of Islamic Heritages

Bangladesh is enhanced by the abandonment of Islamic heritage that can promote the arrival of Muslim tourists in Bangladesh. But many of these locations will be dented as appropriate initiatives are not taken to protect them.

> *Our country is full of Islamic heritages. Almost in every region you will find at least one Islamic heritage site. But we cannot take any steps to conserve them properly. Due to this these heritages sites are going to be destroyed.*

(Interview No. 05, Personal Communication, Tourist, 08.07.2019)

5.3.5.5 Absence of Training Institution Related to Tourism

Another issue facing the promotion of Halal tourism in Bangladesh is the lack of an adequate and efficient training institution. Sometimes training program and seminar program in Dhaka is arranged by Bangladesh Parjatan Corporation and other training institutions. District wise training programs are very limited in number.

> *In a true sense there is no tourism training institution in our country. It is a big obstacle to develop efficient human resource in the field of tourism.*

(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.3.5.6 Insufficient Role of BPC and BTB

Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB) are the two organizations under the Ministry of Civil Aviation and Tourism. These two organizations are responsible to promote tourism sectors in Bangladesh as well as to provide services and facilities to the domestic and international tourists. Though BPC and BTB are implementing multi-various development programs in order to increase the tourism industry's contribution to the economy of Bangladesh and to promote Bangladesh's tourism prospects in abroad but these are not sufficient especially for the development of Halal tourism in our country.

Our problem is not that we have limited tourism destination or sites but I think our main problem is the concerned government institutions are not performing their actual role to discover and develop tourism sector in our country. They simply do some routine task and show to the government that they do enough for developing tourism. But in reality they did not undertake any kind of creative steps for developing.

(Interview No. 09, Personal Communication, Tourist, 24.08.2019)

5.3.5.7 Lack of Commitment from Government

The government of Bangladesh is committed to develop its conventional tourism somewhat but for the development of Halal tourism there is a lack of commitment from the government. Though the current Prime Minister of Bangladesh emphasized on the development of Halal tourism during the last year OIC tourism ministers' conference in Dhaka but in practical the BPC and BTB did not take any necessary action to develop Halal tourism in our country.

5.3.5.8 Lack of Tourism Investment

Though investment in services in developed countries is a well-established economic operation, it is still lagging behind in developing countries like Bangladesh. Investment in a service-oriented industry, especially tourism, is often seen as a high-risk challenge in developing countries. It is therefore very difficult for many developing countries, such as Bangladesh, to gain access to fair financing for the development of Halal tourism, even though they may have Halal tourism potential.

During the last some years we are talking about the increment of investment in tourism sector. If you compare among the various industry of our country regarding investment you find tourism industry is the most neglected industry.

(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.3.5.9 Tourism Development in Selected Areas

A significant gap is evident between the tourism master plan and its implementation. However, potential and new tourist destinations have not been explored in different regions of the country. The roles of the NTO, related government Ministries and the private tourism organisations are ineffective in exploring new tourism destinations in the country. Tourism in Bangladesh has been concentrated only in limited areas. These include the Sea Beach Cox's Bazar, Kuakata and mangrove forest of Sundarbans.

Most participants suggest that tourists are familiar only with a limited number of destinations, particularly Cox's Bazar. Research participants have recommended the exploration of new destinations in rural areas as a government endeavor,

> *We don't know what our products are. We know Sundarbans, Bandarban, Cox's Bazar, Sylhet, Srimangal and Kuakata. We know only these destinations. We haven't explored the other destinations of rural Bangladesh. It is not possible to do without government involvement.*

<div align="right">(Interview No. 22, Personal Communication, Tourist, 27.10.2019)</div>

5.3.5.10 Lack of Logistic Support

To run the tourism businesses there is a significant need for having the logistic support. A tour operator sometimes cannot have full logistic support and thus they need to outsource it. This leads them to incur more expenses. It is very much difficult to outsource the logistics during the peak seasons. One practitioner said that,

> *…………You cannot imagine any kind of service without logistic support. The businesses of other industry of our country can get logistic supports with a minimum effort but in case of our sector it would be very tough for us to get logistic support from any source.*

<div align="right">(Interview No. 12, Personal Communication, Practitioner, 12.09.2019)</div>

5.3.5.11 Insufficient Islamic Financial Support

Insufficient Islamic financial support to the various service providers including all types of small businessmen is one of the barriers to the Halal tourism development in our country.

> *Most of the financial intuitions of our country is interest based. In recent times, they provide the loan based on Islamic principles but it is too limited amount to start a business in Halal tourism sector.*

<div align="right">(Interview No. 28, Personal Communication, Tourist, 13.11.2019)</div>

> *As like me, many small businessmen in tourism sector face the same problem that is shortage of capital to provide good services to the Muslim tourists as per their requirements. Sometimes it is very difficult for us to maintain the quality of service due to shortage of money.*

<div align="right">(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)</div>

5.3.5.12 Low Air Connectivity

Bangladesh are not on major airline routes to major cities of the world. From many of the countries and cities from all over the world have to connect Bangladesh by two or more flights. It hampers the development not only the Halal tourism segment but also the tourism sector as a whole.

5.3.6 Gap in Coordination

The coordination or cooperation among the tourism stakeholders are vital for developing the Halal tourism sector. From the responses of research participants the present relationships among the stakeholders are documented in the following section:

5.3.6.1 Lack of Coordination among Tourism Organizations

Lack of coordination among tourism organizations is common in Bangladesh. Even the existing organizations don't know about each other actions. There are many private tourism organizations in our country who have smallest amount knowledge of the tourism development plans and programs undertaken by the NTO, MOCAT or BPC. There is also a lack of coordination among the MOCAT and the other Ministries and government departments like roads and highway, telecommunication, railway, water transport and local administration. This absence of coordinating among tourism-related organizations has enforced these organizations to work distinctly. Consequently, Halal tourism development as like many other segments of tourism sector in Bangladesh is not taking place in a cohesive and planned manner. As said by a respondents,

> *It is not possible for any one person even like prime minister or the minister of Civil Aviation and Tourism or any one institution to develop Halal tourism in our country rather it is a joint work where each party has to perform its own duties and responsibilities to develop Halal tourism in Bangladesh like RMG sector and many more.*

(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

5.3.6.2 Coordination Gap with Private Sector

The two types of sector which are very much related on tourism, one is government sector and other is private sector. The travel industry is a distinguished industry, which requires collaboration, and generally excellent relations among public and private area to endure and prosper. To develop our Halal tourism sector the relations between the two areas should be

close, perpetual and well balanced. But it is matter of sorrow that there is a coordination gap with private sector from the public sector.

5.3.6.3 Lacking of the Combination with Other Ministries

The whole activity of tourism needs the support of different ministries, such as Ministry of Home Affairs, Ministry of Road Transport and Bridges and others. Here is a problem at combination with other ministries.

> *As like other ministry the Ministry of Tourism and Civil Aviation has the same problem named the problem of combination. We all know that the total tourism task is related with many ministries and departments. So it is a great problem.*

(Interview No. 20, Personal Communication, Practitioner, 26.10.2019)

5.3.6.4 Lack of Cooperation from Local Authority

As per the current responsibility, NTO is responsible for Halal tourism development in Bangladesh. Cooperation from the government organizations is essential for the successful completion of their tasks. NTO can contribute to developing Halal tourism with the cooperation of the related government authority. However, there is lack of cooperation between NTO and various government Ministries and departments. Research participants viewed that lack of cooperation from the local authority is one of the barriers to the development of Halal tourism. However, various stakeholders are responsible for Halal tourism development. Their united decisions and moral supports is necessary for the smooth development of this sector. They should come forward to develop this lucrative sector of tourism. But there is lack of coordination of activities among various governmental stakeholders. Their stippled decisions and efforts delay the development of Halal tourism.

> *Without the cooperation and interest of local authority it is not possible to develop Islamic tourism as it is mainly depend on the monitoring the tourists and host community to ensure the Islamic law towards the destination. There are many Islamic heritage sites in our country where it is very easy to attract Muslim visitors from all over the world but it's mainly depends on the local authority to highlight these sites to the tourists.*

(Interview No. 07, Personal Communication, Practitioner, 22.08.2019)

5.3.6.5 Absence of Knowledge Sharing

Absence of knowledge sharing is another major barrier not only for Halal tourism development but the conventional tourism development in Bangladesh. As tourism related organizations are operating separately, knowledge sharing between them is not taking place. Tourism organizations are mostly unaware of their respective activities. According to one interviewee,

> *As per my gathered experience the main obstacle to develop tourism in our country whether you say Islamic or Halal tourism or simply tourism itself are absence of knowledge sharing, lack of unity among the organizations as well as the members of the organization are very common.*

(Interview no. 14, Personal Communication, Practitioner, 13.09.2019)

5.3.6.6 Lack of Unity among the Members of the Organizations

The tourists have more expectations from the management of the various tourism related organizations. The members of the organization have diverged mentality regarding the fulfillment of the tourists' expectations. There is a lack of unity among the members of the organization; and their views are different.

> *There is some of the tourism related organizations regarding the unified course of action for the tourists. They have various steps towards tourists but they do it differently. This actions create heterogeneous environment.*

(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

5.3.6.7 Lack of Coordination among Various Stakeholders

Halal tourism development is hindered due to the lack of coordination among various stakeholders. It has become a common phenomenon in Halal tourism development which is created due to absence of network among stakeholders. One of the respondents stated that there are various stakeholders of Halal tourism development. The problems of Halal tourism development cannot be handled by a single hand. All public, private and individual stakeholders should come forward to take part in the development programs of this segment. There is a lack of coordination among the development activities of various tourism development stakeholders. The most important government body, the 'Ministry of Civil Aviation and Tourism', is not functioning properly.

> *There are many bodies or I can say organizations related with the tourism industry. So, for developing Islamic tourism in our country every organization*

should look forward otherwise it is not possible. Any single organization cannot do it really.

<div align="right">(Interview No. 16, Personal Communication, Tourist, 14.09.2019)</div>

5.3.6.8 Problem of Bureaucracy

Like any other segment of our country the tourism segment development also face the problem of bureaucracy. For starting any type of tourism businesses its needed permission from the authority. In case of getting permission the bureaucracy problem affect the Halal tourism development in Bangladesh.

> *Getting permission is a big issue in the field of tourism. Always we have to wait for a long period regarding permission letter, announcement of starting the business, legal papers and so on.*

<div align="right">(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)</div>

5.3.6.9 Lack of Managerial Efficiency

The lack of managerial efficiency of government as well as the various tourism related private organizations is another obstacle to develop Halal tourism in our country. Our destination areas are not well managed for the international tourists. Sometimes it is very difficult for the visitors to go out in destination areas for the absence of specific road indicator. Many destination areas are unknown to the first time visitors. So simply they make mistakes.

> *Since many roads have gone to different directions from one point. For this reason, I am very confused about my desired road. But the local people ....*

<div align="right">(Interview No. 16, Personal Communication, Tourist, 14.09.2019)</div>

> *It is a great weaknesses of tour management authority that they do not do their assignment properly for the tourists on various road and spot direction. They should provide indicators for the right direction.*

<div align="right">(Interview No. 33, Personal Communication, Practitioner, 16.11.2019)</div>

5.3.7 Societal and Environmental Problems

As per the research participants the problems that comes from the society and our geographical environment are also the barriers for developing Halal tourism in Bangladesh.

5.3.7.1 Seasonal Tourism

The tourism of Bangladesh is mostly based on winter season. The maximum portion of the revenue comes from the businesses occurred in the winter season. In other seasons the tour operators hardly have businesses. That is why they have to face financial problems to bear the fixed expenses. To face this problems sometimes they need to restructure their employee lists and many employees are terminated during the off peak seasons. Thus the tour operators cannot maintain a healthy workforce in long run.

> *The tourism market of our country is very popular in the winter season. I am talking about the local tourism perspective. If you see the school, college or even university level study tours are mainly in the winter season. And you know this picnic is a huge market for us but it is limited to a certain time of period.*

(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

5.3.7.2 Travel Agency Fraudulency

A travel agency is a private retailer or public service that, on behalf of accommodation or travel suppliers, offers travel and tourism-related services to the general public (Wikipedia, 2020). Outdoor leisure opportunities are offered by travel agents, airlines, car rentals, cruise ships, hotels, railways, travel insurance, package tours, guide books, timetables for public transport, car rental, etc. Many foreign tourists complained about the fraudulences of travel agency regarding the issue of not as per promised. Due to this type of fraudulences of many travel agencies the development of Halal tourism is hampered in our country.

> *Though there are some complain the travel agencies and their packages……………..*

(Interview No. 12, Personal Communication, Practitioner, 12.09.2019)

5.3.7.3 Corrupted Officials

Corruption has been intensified among various government and other organizations in Bangladesh. Noble works of the public and private organizations are ruined due to corruption. One of the research participants commented that officials of the tourism development organizations are not fair enough to their respective duties. These dishonest officials of the tourism development organizations insist local people to get involved in unlawful activities with a few amount of money as bribe that hamper the Halal tourism development.

I think, not only for Halal tourism development but also any kind of development of our country the corrupted persons in ever sector are the main barriers.

<div align="right">(Interview No. 22, Personal Communication, Tourist, 27.10.2019)</div>

As a Muslim we know that bribe is sin. But most of the people amongst us are involved in this Haram action. It should be removed from all aspects of our life as soon as possible.

<div align="right">(Interview No. 35, Personal Communication, Practitioner, 27.12.2019)</div>

5.3.7.4 Problem of Pickpocketing

Providing service quality to tourists enhances their notable experiences, while challenges that they experience during their trip are likely to negatively affect their memorable experiences that may hamper the Halal tourism development in Bangladesh. In many tourism destinations of our country the issue of pickpocketing is very concerning matter for us. Evening time is the peak time for pickpocketing in Cox's Bazar area. One of the participants mentioned:

When you are on the sea beach or inside city area, especially in the evening time or late afternoon, it's quite crowded and there is always a risk for pickpocketing.

<div align="right">(Interview No. 31, Personal Communication, Tourist, 15.11.2019)</div>

5.3.7.5 The Problem of Traffic Jam

Traffic jam is a great threat for the tourism industry. Time management is very important to operate a successful tour. In most of the situation the traffic jam is a threat to it. Nowadays it is becoming intolerable. The foreign tourists get disturbed because of huge traffic jam and they do not recommend others to visit Bangladesh. Therefore this has become an important problem to the tour operators for organizing successful tours and they are losing future customers due to that.

The foreign tourists who came to our country, they came within a specific time schedule. But it is a matter of sorrow for us that, sometimes they had to leave Bangladesh without completing the promised tour schedule due to the traffic jam at inside city and waiting at bridges.

<div align="right">(Interview No. 24, Personal Communication, Practitioner, 28.10.2019)</div>

5.3.7.6 Careless Behavior of the Local Tourists

Careless behavior of some local tourists has a negative effect for developing Halal tourism in Bangladesh. Muslim tourists have responsibility towards maintaining Islamic rules in every

parts of visiting. However, they do not do so. Their careless behaviors create various problems towards other tourists as well as management practitioners in the tourism field. One of the management practitioners said about this:

> *Some problematic local tourists disturb other tourists by occurring non-Islamic behavior in front of the international Muslim tourists. For this reason the international Muslim tourists are annoyed and feel uncomfortable at this environment.*
>
> (Interview No. 08, Personal Communication, Tourist, 23.08.2019)

5.4 Potential Ways to Overcome the Barriers

The respondents of this research also talked about the potential ways to overcome the barriers which they mentioned before. This section is dedicated to mention these ways for developing Halal tourism in Bangladesh.

5.4.1 Awareness Programs

The first and foremost issue for developing Halal tourism in our country is to aware the stakeholders as mentioned by the interviewees. The related issues are following:

5.4.1.1 Develop Proper Knowledge and Awareness

One of the phenomenon that emerges from the growth of the Halal industry is Halal tourism (Samori et al., 2016). It is important to increase understanding and awareness of Halal products and services, one of which is Halal tourism as a new phenomenon. Awareness on Halal tourism concept is for the Muslim host community as well as management practitioners of the sector to develop Halal tourism in our country. In our local Muslim host community and management practitioners there is lack of fundamental knowledge and awareness about Halal tourism.

> *…………… However we have served Muslim tourists as per their requirements. These can be included within this segment. The authority should take proper action to make us aware and more knowledgeable in this regard.*
>
> (Interview No. 20, Personal Communication, Practitioner, 26.10.2019)

5.4.1.2 Host Community Awareness and Participation

Community engagement in tourism planning focuses on the decision-making process and the advantages of the growth of tourism (Timothy, 1999; Tosun, 2000). The local community's inclusion in the decision-making process benefits the local economy and enhances the

appreciation of people for their traditional lifestyle and values (Mitchell and Reid, 2001; Sheldon and Abenoja, 2001). The participation of the local community in the travel industry is a main impetus for change and an impetus for advancement.

> *If you ask my own opinion regarding Halal tourism development; I say, the awareness of local host community and their participation is very much necessary for developing this part of tourism. And even not only for this part rather for the whole art of tourism.*

<div align="right">(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)</div>

5.4.1.3 Muslim Travel Market Research

There is a lack of information due to the scarce research about the potential Muslim tourists, their demand and other related information to our concerned authorities. So, without adequate useful information, it is difficult to evaluate the prospective number of tourist and their demand. Among many Muslim countries Malaysia and Indonesia are much more attentive in this regard and they receive most of the Muslim tourists from the whole world.

5.4.1.4 Training Facilities on Halal Tourism

Another issue against promoting not only Halal tourism but also the entire tourism sector in Bangladesh is the lack of an effective and effective training institution. Often some training programs and seminar programs are arranged in Dhaka by Bangladesh Parjatan Corporation and other training institutions. District or even division wise training programs are very limited in number.

> *……….The board should give special attention to the Halal tourism perspective on their training program that will help the participants to provide Halal products and services to the Muslim tourists.*

<div align="right">(Interview No. 15, Personal Communication, 16/01/2020)</div>

5.4.1.5 Collect Market Information

To develop any kind of tourism there is a need of information about the potential tourists, their demand and other related information to our concerned authorities. So, without adequate useful information, it is difficult to estimate the prospective number of tourist and their demand. Among many Muslim countries Malaysia and Indonesia are much more attentive in this regard and they receive most of the Muslim tourists from the whole world.

………….. Not particularly for Halal tourism rather for tourism development these market information is very much necessary for us because we have to develop our products and service as per market needs and demands. So necessary information regarding the prospective tourists and their demands should be collected by the institution like BTB or BPC and they have to send to us.

(Interview No. 27, Personal Communication, Practitioner, 13.11.2019)

5.4.1.6 Hiring of Experts

The concept of Halal tourism is contemporarily new issue in the field of tourism. Halal tourism expert means who have the knowledge and expertise in Islamic Sharia or Halal tourism. Though many Muslim and non-Muslim countries are developing day by day with Halal tourism development but Bangladesh is in the introductory level due to the shortage of expertise knowledge regarding Halal tourism.

………….. I think some international Halal tourism experts we can hire from Malaysia, Indonesia or any other Muslim countries.

(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

We need to have some foreign expertise because we don't have much experience regarding Halal tourism development.

(Interview No. 10, Personal Communication, Tourist, 24.08.2019)

5.4.1.7 Awareness Programs for the Local Tourists

Careless behavior of some local tourists has a negative effect for developing Halal tourism in Bangladesh. Muslim tourists have responsibility towards maintaining Islamic rules in every parts of visiting. However, they do not do so. So various awareness programs can be taken in this regard.

……………. international Muslim tourists are annoyed and feel uncomfortable at this environment. Authority can take many types of awareness programs for the local tourists.

(Interview No. 20, Personal Communication, Practitioner, 26.10.2019)

5.4.2 Halal Tourism Policy Perspective

As the Muslim tourists have missed the Islamic perspective of the tourism services due to absence of Halal tourism policy so they talked about the ways to recover the Halal tourism services. And the management practitioners also talked about this.

5.4.2.1 Halal Certification Authority

Halal certification is an integral part of the promotion of Halal tourism for any country. About all of the OIC member countries developed a Halal certification authority to develop Halal tourism. Many Muslim tourists from the non-Muslim countries were confused to take meal because they are used to Halal certification meal in their home country.

> *Sea food is very delicious food for me……….. If there is an authority to verify it then it is good for us. The authority should think about it and set up a Halal certification body to assure the Halal assurance.*
>
> (Interview No. 28, Personal Communication, Tourist, 13.11.2019)

> *……….. But there is actually no authority of Halal certification in Bangladesh. Government should take proper actin as soon as possible.*
>
> (Interview No. 24, Personal Communication, Practitioner, 28.10.2019)

5.4.2.2 Consistent Halal Tourism Strategies and Policies

The 'National Tourism Act 2010' has been reformulated by the Bangladesh government with some major changes based on the previous 1992 policy to make the policy successful and create enormous employment opportunities in this field, which ultimately targets the country's socio-economic growth, especially the rural economy (GoB, 2010). A detailed strategic action plan is defined in this new policy. The key objectives are to develop eleven unique areas that include sea beach development, ecotourism in the mangrove forests of Sundarbans, archaeological and historical sites, riverine and local tourism, religious sites, cultural tourism, local tourism, young professionals, tourism centered on community or region, sports and heritage. Although there are religious sites, there is no clear strategy and policy for the development of Halal tourism.

> *If you see the national tourism policy of our country you can find there is no guideline about Halal tourism. …… So it is a great problem for our country to develop Halal tourism. There should be a specific strategy and policy regarding the development of Halal tourism in our country.*
>
> (Interview No. 15, Personal Communication, Practitioner, 13.09.2019)

> *For Halal tourism development it is essential for us to develop a Halal tourism policy first …………….. Halal tourism practices.*
>
> (Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.4.2.3 Acceptable Dress Code

Some of the Muslim tourists recommended to separate the Halal tourism spot from the usual place in the sea beach area. Confirming the acceptable dress code as per *Shariah* for the tourists as well as the management practitioners is needed to make Bangladesh as Halal tourism hub.

> *In some residential hotel the receptionists are wearing unlawful dresses that is not allowed in Islam. In my opinion, the management should consider this issue for developing Islamic tourism in our country.*
>
> (Interview No. 30, Personal Communication, Tourist, 15.11.2019)
>
> *…………… As a Muslim we cannot do it in public place like Sea Beach. It should be separated from the usual place of Sea Beach.*
>
> (Interview No. 28, Personal Communication, Tourist, 13.11.2019)

5.4.2.4 Controlling the Free Mixing

Muslim tourists from home and abroad will not consistent with free mixing as it is prohibited in Islamic manner. But most of the tourism destinations and sites of our country are not free from free mixing as the Muslim tourists claimed. Even the Islamic heritage sites are not out of it. Basically, many youth boys and girls were gossiping in the destination places that were indicated by the Muslim tourists.

> *It is an Islamic heritage site so such kind of free mixing we cannot tolerate as we are Muslims and Islam prohibits it. Many youth male and female are busy with gossiping and funny here and there. The authority should take proper action regarding this issue.*
>
> (Interview No. 08, Personal Communication, Tourist, 23.08.2019)

5.4.2.5 Adequate Foreign Direct Investment (FDI)

Comparing with other sector of Bangladesh there is a huge gap in FDI to its tourism sector. So there is a greater need of FDI in the field of tourism sector that should include Halal tourism segment specially.

> *As per my knowledge the most neglected sector of our country with considering the FDI is tourism sector. …………… Simply I should say we the local businessmen is the only entity for tourism investment. So it is very much important to bring FDI in the field of tourism sector.*
>
> (Interview No. 20, Personal Communication, Practitioner, 26.10.2019)

5.4.2.6 Proper Monitoring and Control

Because of the absence of proper monitoring and control, many government tourism projects are not completed within the stipulated time frame. Government departments under the concerned Ministries are developing infrastructure facilities in some destinations and Islamic heritage sites, but completion of such projects requires long periods of time in Bangladesh. So the failure of proper monitoring and control in project planning and implementation hamper the development of tourism sector.

> *…… The authority should focus on proper monitoring and control about the completion of various tourism projects.*

> (Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

5.4.2.7 Monitoring Tour Operators

As the Halal tourism concept is different from conventional tourism business so the tour operators have to provide extra care regarding the practices Halal tourism toward the Muslim tourists from home and abroad. Here the problem is that the government has no control over the tour operators businesses in our country and in some cases they have not yet get license from government.

> *Tour operators are practicing the Halal tourism as they wish and welcoming the tourists as the way they get more profit……… the government I mean the tourism ministry should monitor the tour operators properly.*

> (Interview No. 12, Personal Communication, Practitioner, 12.09.2019)

5.4.2.8 Developing Skilled Man Force

Though there is a huge number of human capital in our country but they are not well efficient and trained in the tourism sector and especially in the Halal tourism sector, so it is grate barrier for the development of Halal tourism in Bangladesh.

> *…………………….. It takes time to make the current people to be efficient. So, for the development of Halal tourism sector of our country it is highly needed to develop skilled man force in this area through training, lectures, symposium etc.*

> (Interview No. 31, Personal Communication, Tourist, 15.11.2019)

5.4.2.9 Require a Specialized National Entity

In general, policymakers have yet to pay due attention to this niche market in the majority of OIC member countries. Many OIC member countries have therefore not yet set up specialized national entities/bodies to establish policies and regulate the sector. Only a few OIC member countries, such as Malaysia, Indonesia and the UAE, have a national tourism body that focuses on aspects of policy and regulatory growth in order to emerge as an attractive destination, particularly for tourists interested in Islamic tourism products and services. In this context, efforts at the level of national and OIC cooperation should be made to establish suitable policies, strategies and regulatory structures for the development of Islamic tourism.

5.4.2.10 Require Long Term Planning

Long-term planning has both policy and organizational components that are part of the mechanism by which the government decides on targets, sets out the means to achieve the goals, and sets objectives. The long-term overview of general goals, objectives and directions for the sustainable development of Halal tourism requires policy preparation. In order to carry out the strategy, organizational preparation includes the tactics and procedures to be enforced. In order to clearly illustrate the ties between national economic development and the tourism sector, integrated planning also needs accurate and timely information.

5.4.3 Adequate Promotion

The research interviewees were talked about the lack of promotion and also they responded how the promotional activities can be done to attract Muslim tourists from all over the world.

5.4.3.1 Adequate Publicity of Halal Assurance

Many of the Muslim countries have successfully promoting their tourism by focusing the aspect of Halal assurance of their food and beverage for tourists in order to attract Muslim tourists from different countries of the world. As Bangladesh is a Muslim majority country and most of the foods and beverages are commonly Halal so it's require promotion to attract the Muslim tourists from the abroad.

> *Many Muslim countries promote their Halal assurance by arranging Halal conferences. So, we can do it. It helps us to promote our Halal assurance to the Muslim tourists from abroad. They will assured about Halal availability and willing to come to our country.*

About all foods in our country is Halal I think but the Muslim tourists may not know it. We have to inform them with proper media. Here we may use social media also. So promoting the availability of Halal foods and drinks in very necessary.

5.4.3.2 Require Huge Promotion

Without an effective strategy of advertising, marketing and public relations, the success of the tourism industry, whether traditional tourism or Halal tourism, cannot be anticipated. Bangladesh lacks professional manpower and technological experience in the formulation of advertising, publicity and public relations policy guidelines. To promote tourism spots to people inside and outside the world, creative ideas are required. The Bangladesh Parjatan Corporation website is not well established with adequate details, such as images of renowned locations, accommodation facilities, modes of transport, distances from the capital, etc. The necessity for surplus promotion is therefore crucial.

Regarding the promotion of our tourism sector I want to mention one matter that the webpage of Bangladesh Parjatan Corporation is not well developed with adequate information, such as photographs of renowned places, accommodation facilities, modes of transport, distance from the capital city and other necessary information for the tourists. They should include all of the necessary information required for the tourists.

5.4.3.3 Arranging Halal Tourism Fairs

Currently, various organizations also organize tourism fairs in Bangladesh, where outbound tour packages are mainly sold. Sending tourists to other countries from Bangladesh cannot be regarded as the growth of tourism in our region. From the point of view of Bangladesh, these fairs are seller's fairs in essence since the international exhibitors or their counterparts in Bangladesh sell outbound tour packages and only a few offer domestic tour packages. In order to attract visitors, in particular Muslim tourists, to visit Bangladesh, the relevant authority should organize a tourism fair in foreign countries.

5.4.3.4 Use of Information Technology (IT) in Promotion

Recent developments and advancements in IT have had a transformative effect on the tourism industry. In promoting any country's tourism industry, the Internet will play a leading role in

facilitating the international exchange of information. The Bangladesh Tourism Authority must take into account the successful use of this technology for the promotion of Halal tourism activities. Although BPC has its own web page, it is worth mentioning here; it should be well built with all the required details.

5.4.3.5 Allocate More Promotional Funds

Bangladesh does not have the amount of potential to compete with the top tourist-generating countries in the world, but it has the ability to compete with South Asian Association for Regional Cooperation (SAARC) member states or at least some other minor SAARC countries other than India. More promotional steps need to be conducted to compete with these nations. But the amount currently allocated for this reason is not appropriate. Although the country does not have ample financial resources, the promotional budget can easily be increased by up to 4 or 5 percent of its total revenue from this business. In addition, a proposal for the successful use of the advertising budget should be available to the Authority. As a result, it will again help to increase earnings by drawing more foreign visitors.

5.4.3.6 Highlighting Islamic Heritages

Most of the Islamic tourism dominated countries adopt modern and suitable marketing strategy for highlighting their Islamic heritages. They also focus their Islamic heritage sites to the Muslim tourists as well as non-Muslim tourists covering the whole world. Though we have many Islamic heritage sites and monuments but we are lack behind to highlight these in front of the tourists.

> *………… remarkable Islamic heritage sites in our country. But we could not point out these to the world that will attract the tourist to visit these destinations. We have to highlight these in front of the Muslim tourists.*

<div align="right">(Interview No. 05, Personal Communication, Tourist, 08.07.2019)</div>

5.4.3.7 Promote Coastal Area Tourism and Wild Life Safari

Cox's Bazar's hilly and coastal areas could be undertaken to establish hill-walking, hiking, mountain biking, water-based sports such as para cycling, etc. Local rural festivals and other cultural events, along with visits to tea gardens, temples, Bangladeshi coastal zone tribal group, can charm tourists interested in unique Bangladeshi culture. To draw Muslim tourists as well as non-Muslim tourists interested in wild animals in their natural habitats, a small wildlife safari outside the Royal Bengal tiger security reservoir zone could be launched.

5.4.3.8 Require New Brand Identity

The information recorded from open-ended questions indicates problems that need to be addressed in subsequent marketing plans for destinations, such as restoring a positioning strategy to establish a simple, positive and practical picture of our country as a hub for Halal tourism. In order to maintain the confidence of visitors in the future, a strong brand identity must be expected. More general information on the attribute-based components of the destination image was given in the scale objects. The problems found by the attribute-based products mean that further product development is required. Weak standards and safety perceptions of quality, lodging, sources of knowledge, etc. raise questions that need to be addressed in the planning and development of destination tourism areas.

5.4.4 Advanced Facilities to the Tourists

Though Bangladesh provides a wide range of facilities to the tourists but still it is not up to the mark. Beside this Bangladesh tourism stakeholders have to consider to remove the concerning issues for the tourists in every tourism destination.

5.4.4.1 Ensuring Security and Safety

Our tourist and local hotel authority have faced a lot of problems regarding safety issue. If we will do not provide it properly tourists do not feel secure and if they do not feel secure they never come here for recreation. Most Muslim visitors travel with their families and usually want more family-friendly activities such as shopping, sightseeing, theme parks, nature reserves or museums. Mainly the Muslim tourists from non-Muslim countries had high confusion whether Bangladesh is appropriate as a tourist destination.

> *The security in tourism sector is very much important comparing any other service sectors. Because it is directly related with individual that means the tourists. If the feel insecure they simply not come to our destinations and sites though these appeal to them. So the police force have to be more conscious about it.*
>
> (Interview No. 27, Personal Communication, Practitioner, 13.11.2019)

5.4.4.2 Providing Proper Prayer Facilities

Though Bangladesh has so much Mosque here and there, but some of the tourists claimed some of related matters. Some Muslim tourists claimed that the prayer mats in the Mosque is too much dirty and emphasized to wash the prayer mats regularly. Some of them said about to ensure the proper wudhu facility in the Mosque. Many of the foreign Muslim tourists were

talked about the absence of Qibla indicator and it creates problem for them as they travelled from country to country. In reality, there is no Qibla direction in the praying place of our destinations and sites.

> *As the praying mats for prayer in the Mosque is too much dirty so it should be washed regularly as it is used in our religious purposes. And the wudhu facility given here is not good enough. So it should be increased in quality and quantity.*
>
> (Interview No. 05, Personal Communication, Tourist, 08.07.2019)

> *I think, in the praying place there should be a Qibla direction sign or indicator which will be helpful for the foreign Muslim travelers to find the Qibla.*
>
> (Interview No. 08, Personal Communication, Tourist, 23.08.2019)

5.4.4.3 Suitable Accommodation

Some of the tourists talk about the accommodation problem like allowing male and female guests in the same floor, allowing bachelor and married couple in the same floor and so on. And they also talked about to solute these problems by separating the male and female guests into different floor, separating bachelor and married couple into different floor and so on.

> *……….. In my residential hotel the presence of male guests in the same floor creates troubling for us. I tell them to separate their guests as per gender that will be helpful for them as well as for the tourists.*
>
> (Interview No. 28, Personal Communication, Tourist, 13.11.2019)

> *As I traveled with my wife, it creates a problem in the residential hotels in Cox's Bazar city………..They should separate the floor according to marital status which is needed for me.*
>
> (Interview No. 30, Personal Communication, Tourist, 15.11.2019)

5.4.4.4 Upgraded Muslim Friendly Airlines/Transportation

Many Halal tourism practices countries provide Halal transportation or commonly known as Halal airlines to Muslims tourists to attract tourist from all over the world especially from the Muslim world. They provide Muslim friendly services like Halal food, fruit juices in replace of alcohol, separating the passengers as per gender and so on.

> *………………. who dressed un-Islamic. Their dress up should be Islamic or it can be separated from the usual air flight.*
>
> (Interview No. 30, Personal Communication, Tourist, 15.11.2019)

5.4.4.5 Halal Tour Packages and Entertainment

It is important to base the content of the Halal tour packages on Islamic values. Visits to Islamic monuments, historic sites, impressive mosques, promotional events during the month of Ramadan, and visits to local Muslim communities and mosques should be included. It was found that many tour operator of our country arranged many entertainment and enjoyment programs for the tourists but most of these programs break the Islamic Shariah law.

> *…………… I think special entertainment facility can be arranged for Muslims only like Quran reciting competition. Or the program can be separated from the common cultural event.*
>
> (Interview No. 31, Personal Communication, Tourist, 15.11.2019)

5.4.4.6 Skilled Muslim Tourist Guide

Guides are not capable enough of satisfying the queries of the tourists. Tour guides do not have detail information regarding Halal tourism services. Special training is required for the Halal tourism tour guides. According to one of the interviewees from the international tourist:

> *It is very hard to understand English from the tour guides. They should be replaced with more educated personnel or they should be trained up to the required level.*
>
> (Interview No. 31, Personal Communication, Tourist, 15.11.2019)

Other research interviewees gave emphasis on developing specialized Halal tourism tour guides. Halal tourism tour guides can be developed through training. These guides should know the details of Halal tourism elements and requirements. They can meet up various quires of tourists regarding this issue.

> *………… Special guides should be trained for the Halal tourism. The tour guides must know the details requirement for the Muslim tourists.*
>
> (Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.4.4.7 Detail Information for the Tourists

There should enough information for the tourists inside the Islamic heritage sites and various other destinations. Most of the tourists are first-time visitors. They do not have details about the sites and its available resources. Tourists become confused to where they will move, what they will enjoy, and what roles they will play inside the sites.

We came here to know the pros and cons about the Islamic heritage but significantly there is shortage of information about this site inside it. …………details of this sites should be presented here.

(Interview No. 08, Personal Communication, Tourist, 23.08.2019)

5.4.4.8 Provide Adequate Parking Facility

Some of the local Muslim tourists come with their personal vehicles like cycle, motor bike, and car. But there is no specific area for parking tourists' vehicles in various destinations in our country. Tourists move inside the destination along with their vehicles, which create disturbance for them and other tourists also.

……….. There is no instruction for parking their vehicles. And even I don't know is there any parking facility or not. The authority should consider the parking issue for the tourists who came here with their personal vehicle.

(Interview No. 29, Personal Communication, Tourist, 14.11.2019)

5.4.4.9 Developing Halal Tourism App

Muslim countries and even some non-Muslim countries like Thailand have developed Halal tourism mobile app to guide and instruct their tourists with detailed available services information including all of their destinations and sites. We could not provide such kind of digital information platform for the tourists those are mainly from the abroad. We can develop such kind of mobile application covering all the required information for the tourists.

5.4.5 Support from Authority

Along with the deficiency from authority the respondents from tourists as well as management practitioners were talked in detail about the required support from the authority to develop Halal tourism in our country.

5.4.5.1 Sufficient Tourism Budget

We have not well structure in our tourism area. So for these development we need a good amount of budget. In case of Halal tourism development Bangladesh has no budget until now like Malaysia, Indonesia and many Middle East countries.

………….. I think it hampers the development of Halal tourism greatly. So the tourism budget should be increased then automatically Halal tourism also be developed as it is a niche segment of whole tourism.

(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.4.5.2 Interest Free Loan

Some management practitioners especially small business entrepreneur emphasized on interest free loan for providing goods and services to the tourists in the destination area. It was found that some of the businesspeople who supply goods and services to the tourists claimed that many other sectors of our economy get interest free loan but this potential sector is out of interest free loan.

> *The interest free loan can be a good motivation for small business entrepreneur like me to help in developing Halal tourism in our country. Then many Muslims will come here.*
>
> (Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

5.4.5.3 Exempting from Tax and Value Added Tax (VAT)

For the growth of any industry, tax and VAT exemptions are critically important. Tourism is very responsive to costs, as well as to taxes, which influence pricing. Value added tax has the toughest effect on tourism and prices. High rates of that tax disturb the productivity of the tax-applying state. In the VAT scheme, solutions should be pursued in the form of advantages, exemptions and lower tax rates for a wider range of Halal tourism products and services for the growth of Halal tourism in Bangladesh.

> *Like some of other service sectors the tourism sector should include in the tax and VAT exemption list that will help to develop tourism segment of our country.*
>
> (Interview No. 20, Personal Communication, Practitioner, 26.10.2019)

5.4.5.4 Infrastructure Development

The infrastructure facilities in Bangladesh are not sufficient for the tourism industry. The infrastructure, such as accommodation facilities, is not adequate at various tourist destinations in Bangladesh. Some hotels are extremely costly and are not accessible and some are in bad condition for average domestic and foreign visitors. The connection of transport to various tourist spots by road, rail, air and water is not effective. Developing airports, roads and other tourism-related infrastructure is highly needed to develop Halal tourism in Bangladesh.

According to an officer of the NTO,

As the various mode of transportation …….There are some tourist destinations in our country where transportation system is very bad and the issue of safety and security is not up to the mark. So we have to develop our whole infrastructure to attract visitors from abroad.

(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

………….. Also there must be road, water, rest house and communication facilities. We haven't been developed these facilities properly yet but we are trying our level best.

(Interview No. 33, Personal Communication, Practitioner, 16.11.2019)

5.4.5.5 Preserving the Tourism Destinations and Sites

Due to the lack of preservation the tourism sites are degrading day by day. These includes Islamic heritage sites, historical sites, archaeological sites, cultural sites, natural beauties, sea beaches and so on. Not only for Halal tourism development but also the whole tourism industry development depends on the conservation of these sites.

Our country is full of Islamic heritages…………But we cannot take any steps to conserve them properly…………..The ministry and the archaeological department should be careful and be attentive to preserve these.

(Interview No. 05, Personal Communication, Tourist, 08.07.2019)

5.4.5.6 Logistic Support

To run the tourism businesses there is a significant need for having the logistic support. A tour operator sometimes cannot have full logistic support and thus they need to outsource it. This leads them to incur more expenses. It is very much difficult to outsource the logistics during the peak seasons. Management practitioners…

………… it would be very tough for us to get logistic support from any source. In opinion it should be easy to get logistic support from any sources when it is needed as like other sectors may seek.

(Interview No. 12, Personal Communication, Practitioner, 12.09.2019)

5.4.5.7 Proper Role of BPC and BTB

Though BPC and BTB are implementing multi-various development programs in order to increase the tourism industry's contribution to the economy of Bangladesh and to promote Bangladesh's tourism prospects in abroad but these are not sufficient especially for the development of Halal tourism in our country.

…………………. They simply do some routine task and show to the government that they do enough for developing tourism. But in reality they did not undertake any kind of creative steps for developing. So the authorities of BPC and BTB should increase their role to develop Halal tourism in our country.

(Interview No. 09, Personal Communication, Tourist, 24.08.2019)

5.4.5.8 Commitment from Government

The government of Bangladesh is committed to develop its conventional tourism somewhat but for the development of Halal tourism there is a lack of commitment from the government. Though the current Prime Minister of Bangladesh emphasized on the development of Halal tourism during the last year OIC tourism ministers' conference in Dhaka but in practical the BPC and BTB did not take any necessary action to develop Halal tourism in our country. So the high commitment is required from the government to develop Halal tourism in our country.

5.4.5.9 Correcting the Image of the Country

To draw visitors to that specific destination, the picture of the destination plays a vital role. But because of some foreign and local media, Bangladesh is suffering from the issue of image. Such media highlight Bangladesh negatively, leading to the development of misunderstandings among potential tourists. As a result, many foreigners do not choose Bangladesh as a tourist destination either because they have inadequate understanding of the country and its tourist attractions or because what they have is negative. His or her perceived image is altered whenever anyone visits the country. Bangladesh tourism, therefore, should first emphasize its promotional steps to correct this negative image through the media. But it is not only the problem to be resolved by the Bangladesh Tourism Authority; it needs the initiative of the government as a whole, and there is a major role for the Bangladesh Missions abroad in this regard. Since the tourism industry in Bangladesh does not have adequate resources to use international media to correct this negative picture, it should emphasize the printed materials and distribute them to potential tourists via various airlines, foreign tour operators and foreign missions etc.

5.4.5.10 Adequate Tourism Investment

Investment in a service-oriented industry, especially tourism, is often seen as a high-risk challenge in developing countries. It is therefore very difficult for many developing countries,

such as Bangladesh, to gain access to fair financing for the development of Halal tourism, even though they may have Halal tourism potential. Adequate investment is therefore required in the tourism sector.

> *During the last some years we are talking about the increment of investment in tourism sector. If you compare among the various industry of our country regarding investment you find tourism industry is the most neglected industry. The investment in this sector should be greater than before. ………………. tourism industry is the most neglected industry. It is the conventional tourism or Halal tourism it requires sufficient amount of investment like other important industries of our country.*

(Interview No. 32, Personal Communication, Practitioner, 16.11.2019)

5.4.5.11 Developing in a Planned Way

Apart from the tourist sites and attractions, numerous unplanned growth affects the physical environment of the spots. The natural scenic beauty of the sites is ruined by it. For example, the construction of many unplanned commercial establishments such as hotels, motels and shopping centers at Cox's bazaar sea beach and Saint Martin Islands disturbs the visitors and also spoils the environment. A common issue in the country is the absence of a Master Plan with a comprehensive land use plan for each urban or rural population. The growth of tourism involves a vast development of infrastructure that cannot be assured without proposals for physical development.

> *To attract the tourists firstly we have to preserve our attraction sites with proper concentration………………*

(Interview No. 05, Personal Communication, Tourist, 08.07.2019)

> *Due to the many hotels, motels and restaurants here and there I cannot observe the nature and real beauty of sea-beach and also I cannot see the beach from the long distance. The authority should take proper step about this.*

(Interview No. 28, Personal Communication, Tourist, 13.11.2019)

5.4.5.12 Tourism Infrastructure Development Fund

The Islamic tourism industry has suffered from a shortage of investment funds. This state of affairs stems first from the reluctance of investors in the emerging industry as they fear that there will be a loss of revenue, especially in food and beverages, and secondly due to the under-supply of non-real estate projects with sharia-compliant funding (Thomson and

Reuters, 2016). Moreover, scarce resources are also a challenge for the Halal certification and standardization bodies, as well as for specialized public bodies for the growth of Islamic tourism.

> *……………...In order to overcome this obstacle, policy-makers need to develop and dedicate funds for Islamic tourism infrastructure development.*

(Interview No. 09, Personal Communication, Tourist, 24.08.2019)

5.4.5.13 Exploration of New Sites

Potential and new tourist destinations have not been explored in different regions of the country. The roles of the NTO, related government Ministries and the private tourism organisations are ineffective in exploring new tourism destinations in the country. Tourism in Bangladesh has been concentrated only in limited areas. These include the Sea Beach Cox's Bazar, Kuakata and mangrove forest of Sundarbans. Most participants suggest that tourists are familiar only with a limited number of destinations, particularly Cox's Bazar. Research participants have recommended the exploration of new destinations in rural areas as a government endeavor,

> *…..………...we know only these destinations. We haven't explored the other destinations of rural Bangladesh. It is not possible to do without government involvement. This is very essential for the development t of tourism sector of our country.*

(Interview No. 07, Personal Communication, Practitioner, 22.08.2019)

5.4.5.14 Monitoring Travel Agencies

A travel agency is a private retailer or public service that, on behalf of accommodation or travel suppliers, offers travel and tourism-related services to the general public (Wikipedia, 2020). Outdoor leisure opportunities are offered by travel agents, airlines, car rentals, cruise ships, hotels, railways, travel insurance, package tours, guide books, timetables for public transport, car rental, etc. Many foreign tourists complained about the fraudulences of travel agency regarding the issue of not as per promised. Due to this type of fraudulences of many travel agencies the development of Halal tourism is hampered in our country. In this regard it was found that the responsible government institution has to monitors the travel agencies on a regular basis.

5.4.5.15 Focus on Tourism Innovations

For any kind of tourism growth, emphasis should be given to tourism innovations. As the number of Muslim tourists worldwide has been rising day by day, Bangladesh may initially set its goal of attracting a certain segment within a year. It will have to chalk out a down-to-earth Halal tourism marketing plan to achieve that goal and go for aggressive marketing in countries that generate most of the outbound Muslim tourists.

5.4.5.16 Increase Air Connectivity

Bangladesh are not on major airline routes to major cities of the world. From many of the countries and cities from all over the world have to connect Bangladesh by two or more flights. It hampers the development not only the Halal tourism segment but also the tourism sector as a whole. So the concerned authority should increase air connectivity with the world.

5.4.5.17 Developing Enclave Tourism

Closed-off resorts with all tourism facilities and services needed by tourists are geographically isolated and expanding. For the Maldives, which share similar economic, social and environmental crises such as Bangladesh, enclave tourism has proved successful. Bangladesh could initiate the construction of an all-inclusive resort for selective, high-spending up-market tourists to establish Halal tourism in Cox's Bazar coastal area and near Sunderbans, the mangrove forest. Flights to such resorts should only remain with Bangladesh Biman, the national airline, partly for the purpose of protecting the national carrier as well as controlling mass tourism through charter flights. With tourism in Mauritius, this approach was also successful. Mauritius benefited from enclave tourism and carefully established its national reputation as an up-market product for tourism in the sun, sea and sand, along with firm control over the high quality of its goods and services.

5.4.5.18 Sufficient Islamic Financial Support

Sufficient Islamic financial support to the various service providers including all types of small businessmen is needed to the Halal tourism development in our country.

> *………… but it is too limited amount to start a business in Halal tourism sector. The amount should be increased.*

> (Interview No. 28, Personal Communication, Tourist, 13.11.2019)

The interest free loan can be a good motivation for small business entrepreneur like me to help in developing Halal tourism in our country. Then many Muslims will come here.

<div align="right">(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)</div>

5.4.5.19 Easing Visa and Travel Formalities

The visa policy needs to be updated in Bangladesh. Visa waivers for the top tourist-generating countries may be required and visa programs for tourist groups may be implemented. Nepal, for instance, provides Bangladeshi tourists with visas upon arrival. For international visitors, immigration formalities at land harbours should also be streamlined. While many Muslim countries like Malaysia, Turkey, Egypt, Saudi Arabia, Qatar, Kuwait, Oman etc. attract tourists from all over the world by offering e-visa for them but Bangladesh still in behind to attract tourists because of absence of e-visa for the tourists. In our country regarding visa problems, progress has been made with the introduction of visa on arrival for business visitors, but this benefit has not yet been extended to most tourists.

.... I think it hampers our tourism sector development very much. We have to make easy visa system for the tourists from various other countries. It could be e-visa or digital visa or something like that.

<div align="right">(Interview No. 13, Personal Communication, Practitioner, 12.09.2019)</div>

5.4.6 Coordination

From the responses of research participants about how to develop coordination or cooperation among the tourism stakeholders are documented in the following section:

5.4.6.1 Establishing Coordination

The Ministry of Civil Aviation and Tourism, the BPC and the BTB are the government agencies responsible for implementing tourism-related issues. Furthermore many other private institutions and tour operators are linked also. Among these organizations there is a huge gap in coordination. It is a big weakness of our tourism sector. For these reason we cannot provide so much better service as Malaysia, Indonesia, and Turkey and so on.

It is not possible for any one person even like prime minister or the minister of Civil Aviation and Tourism or any one institution to develop Halal tourism in our country ....So it needs coordination among the various tourism organizations those are related in the tourism sector of our country.

<div align="right">(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)</div>

5.4.6.2 Increasing Communication with Other Ministries

As the total activity of tourism needs the support of different ministries, such as Ministry of Home Affairs, Ministry of Road Transport and Bridges and others, so it is needed to increase the communication with other ministries.

> *We all know that the total tourism task is related with many ministries and departments. So it is very much important in increase communication with other ministries.*

> (Interview No. 20, Personal Communication, Practitioner, 26.10.2019)

5.4.6.3 Coordinating with Private Sector

The two types of sector which are very much related on tourism, one is government sector and other is private sector. Tourism is a diversified industry, which requires cooperation, and very good relations between public and private sector in order to survive and flourish. To develop our Halal tourism sector the relations between the two sectors need to be close, incessant and well balanced. But it is matter of sorrow that there is a coordination gap with private sector from the public sector. The government sectors has to role as a main player to develop Halal tourism in our country with coordinating private sectors.

5.4.6.4 Cooperation from Local Authority

Research participants viewed that lack of cooperation from the local authority is one of the barriers to the development of Halal tourism. Their stippled decisions and efforts delay the development of Halal tourism. They should come forward to develop this lucrative sector of tourism.

> *……………… There are many Islamic heritage sites in our country where it is very easy to attract Muslim visitors from all over the world but it's mainly depends on the cooperation from local authority to highlight these sites to the tourists.*
> (Interview No. 07, Personal Communication, Practitioner, 22.08.2019)

5.4.6.5 Develop Coordination among Various Stakeholders

Halal tourism development is hindered due to the lack of coordination among various stakeholders. It has become a common phenomenon in Halal tourism development which is created due to absence of network among stakeholders. The problems of Halal tourism development cannot be handled by a single hand. All public, private and individual stakeholders should come forward to take part in the development programs of this segment.

There are many bodies or I can say organizations related with the tourism industry. So, for developing Islamic tourism in our country every organization should look forward otherwise it is not possible. ....

<div align="right">(Interview No. 16, Personal Communication, Tourist, 14.09.2019)</div>

5.4.6.6 Private Sector Participation

The private sector is recognized as a major stakeholder in most Asian and Pacific countries and regions, since it is primarily responsible for providing tourism services. So, for this potential market, Bangladesh has to promote the private sector. One of the most critical concerns has been how to encourage greater private sector engagement, including the creation of public-private partnerships.

5.4.6.7 Minimizing the Bureaucracy Problem

Like any other segment of our country the tourism segment development also face the problem of bureaucracy. For starting any type of tourism businesses its needed permission from the authority. In case of getting permission the bureaucracy problem affect the Halal tourism development in Bangladesh.

.... Always we have to wait for a long period regarding permission letter, announcement of starting the business, legal papers and so on. They should minimize these types of bureaucracy problem.

<div align="right">(Interview No. 14, Personal Communication, Practitioner, 13.09.2019)</div>

5.4.7 Societal and Environmental Problems

The problems that comes from the society and our geographical environment can be minimized for developing Halal tourism in Bangladesh as the respondents mentioned in the below section:

5.4.7.1 Minimizing the Traffic Jam

Though the traffic jam cannot be removed fully but it can minimize with the help of some proper steps. Some initiatives can solve the traffic jam problem mainly in Dhaka such as withdrawal of rickshaw, van and lorry type vehicles and start some other public transportation so that public can easily move here and there without help of rickshaw and vans.

The foreign tourists who came to our country, they came within a specific time schedule.....we cannot remove it overnight but we can minimize it with some

initiatives can such as withdrawal of rickshaw, van and lorry type vehicles and start some other public transportation.

<div align="center">(Interview No. 24, Personal Communication, Practitioner, 28.10.2019)</div>

5.4.7.2 Ensuring Clean and Safe Environment

No one wants a place that is not safe or unsafe to visit. Without a clean and healthy climate, tourism can't thrive. Communities that do not have a friendly atmosphere and a safe environment have a very difficult time attracting business in these circumstances.

5.4.7.3 Continuity in Tourism

The tourism of Bangladesh is mostly based on winter season. The maximum portion of the revenue comes from the businesses occurred in the winter season. In other seasons the tour operators hardly have businesses. That is why they have to face financial problems to bear the fixed expenses. To face this problems sometimes they need to restructure their employee lists and many employees are terminated during the off peak seasons. Thus the tour operators cannot maintain a healthy workforce in long run.

> *…………Though the local tourists are gathering here mainly in the winter season but we can bring foreign tourists for the all-time. Here we have to promote our destinations and sites to them through the whole year.*

<div align="center">(Interview No. 14, Personal Communication, 16/01/2020)</div>

5.4.7.4 Removing the Problem of Pickpocketing

Providing tourists with service quality improves their memorable experiences, while the difficulties they face during their trip are likely to have a negative effect on their memorable experiences that can impede the growth of Halal tourism in Bangladesh. In many tourism destinations of our country the issue of pickpocketing is very concerning matter for us. Evening time is the peak time for pickpocketing in Cox's Bazar area.

> *……….. it's quite crowded and there is always a risk for pickpocketing. The security force our country should be more alert for ensuring the safe travel to tourists.*

<div align="center">(Interview No. 31, Personal Communication, Tourist, 15.11.2019)</div>

5.4.7.5 Minimizing the Corruption

Corruption has been intensified among various government and other organizations in Bangladesh. Noble works of the public and private organizations are ruined due to

corruption. One of the research participants commented that officials of the tourism development organizations are not fair enough to their respective duties. These dishonest officials of the tourism development organizations insist local people to get involved in unlawful activities with a few amount of money as bribe that hamper the Halal tourism development.

> *As a Muslim we know that bribe is sin. But most of the people amongst us are involved in this Haram action. It should be removed from all aspects of our life as soon as possible.*
>
> (Interview No. 35, Personal Communication, Practitioner, 27.12.2019)

5.5 Prospective Islamic Sites in Bangladesh

Table 5. 1 Number of Mentionable and Halal attractions in Bangladesh

Division	Mentionable tourist attractions	Halal attractions	Percentage
Dhaka	300	54	18%
Chattogram	133	24	18%
Rajshahi	128	34	27%
Khulna	160	38	24%
Barisal	74	16	22%
Sylhet	64	7	12%
Rangpur	106	20	19%
Mymensing	50	12	24%
Total	1015	205	20%

Source: Adapted from Bhuiyan & Darda (2018)

Table 5. 2 Potential Halal Tourism Attractions in Bangladesh

Division	Islamic Sites
Dhaka	Bishwa Ijtema Field, Baitul Mukaram Mosque, Shrine of Shah Ali, Shahi Mosque, Binot Bibir Mosque, Chak Mosque, Seven Dome Mosque, Tara Mosque, Garda Mosque, Patrail Mosque, Sator Mosque, Badshahi Mosque, Shrine of Isha Khah, Boholtali Mosque, Gaibi Mosque, Thana Para Mosque, Shrine of Shah Madar, Kazibari Mosque, Shrine of Batoimuri, Tajpur Mosque, Phatargata Mosque, Kazishah Mosque, Shrine of Five Peer, Shrine of Shalah Baba, One Dome Mosque, Bandar Shahi Mosque, Shrine of Bibi Marium, Ashrafpur Mosque, Dewan Sharif Mosque, Shrine of Shah Polowan, Budir Hat Mosque, Atia Mosque, Shrine of Shah Adam, Khamarpada Mosque, Pakula Mosque, Thabadia Mosque, Donbari Mosque, Kadimhamzani Mosque.
Chattogram	Ulchapada Mosque, Shrine of Mahmud Shah, Madda Khah Mosque, Shrine of Shahrasti, Three Dom Mosque, Shrine of Amanat Shah, Shrine of Dadar Awlia, Oli Khah Mosque, Andarkilla Shahi Mosque, Hamzar Mosque, Shah Suja Mosque, Shrine of Pagla Miah, Mohammad Ali Mosque, Chatgazi Mosque, Tita Khah Mosque, Motka Mosque, Bozra Shahi Mosque.
Rajshahi	Shrine of Shah Sultan, Khadua Mosque, Small Sona Mosque, Shrine of Mohiuddin Jahangir, Darsbari Mosque, Khonjon Digir Mosque, Donai Chak Mosque, Chamcika Mosque, Three Dome Mosque, Shrine of Shah Naimotullah, Chapai Mosque, Shrine of Bulun Shah, Maharajpur Mosque, Majpara Mosque, Shahi Mosque, Shrine of Nimai Pir, Vathara Mosque, Chatmohor Mosque, Somaj Shahi Mosque, Bridhoo Moris Mosque, Shah Farid Mosque, Azim Chowdhury Jomidar Bari, Shrine of Shah Mahtab Uddin, Kushumba Mosque, Shrine of Shah Mukhdum, Baga Mosque, Two Dome Kismot Mosque, Shrine of Shah Sultan, One Dome Ruipara Mosque, Bagdani Mosque, Three Dome Vagna Mosque, Shahjadpur Mosque, Two Dome Choiani Para Mosque, Shrine of Mokdum Shah.

Khulna	Sixty Dome Mosque, Shrine of Khan Zahan Ali, Singair Mosque, Bibi Begni Mosque, Chunkhola Mosque, One Dome Mosque, Nine Dome Mosque, Shrine of Pir Ali, Ronbijoypur Mosque, Zindapir Mosque, Reza Khoda Mosque, Shrine of Shah Aulia, Goldhari Mosque, Badshahi Mosque, Shrine of Khaza Malik, Dopa khali Shahi Mosque, Imam Bari of Hazi Muhammad Mohsin, Khoda Mosque, Phatagar Mosque, Monohor Mosque, Shekhpura Mosque Shuvrada Mosque, Mirzanogor Mosque, Gopar Mosque, Maliker Mosque, Nungola Mosque, Kayemkola Mosque, Godar Mosque, Golakhata Mosque, Godbangla Mosque, Satgachia Mosque, Shahi Mosque, Zawdia Mosque, Shrine of Mokaram Ali, Chadagat Mosque, Thatulia Mosque, Probajpur Mosque, Shrine of Gunachorkati.
Barisal	Bibichini Shahi Mosque, Sujabad Port, Sangram Port, Abadula Mosque, Koshi Mosque, Vatikhana Mosque, One Dome Mosque, Nasarabad Complex, Kulkhati Mosque, Surichoda Mosque, Nadorar Mosque, Miabadi Mosque, Shahi Mosque, Shrine of Sultan Fakir, Pirojpur Old Mosque, Momin Mosque.
Sylhet	Baniachong Puranbag Mosque, Shrine of Nasir Uddin, Shrine of Shah Mustofa, Shelboros Mosque, Shrine of Shah Zalal, Shrine of Shah Paran, Shahi Eid Field.
Rangpur	Chahelgazi Mosque, Sura Mosque, Nayabad Mosque, Chandamari Mosque, Shahi Mosque, Nidadia Mosque, Lost Mosque, Kalibari Mosque, Syedpur Chini Mosque, Mirzapur Shahi Mosque, Shrine of Baro Awolia, Karamotia Mosque, Jamalpur Jomidarbari Mosque, Shrine of Shah Nekmord, Mohalbari Mosque, Salbari Mosque, Sangao Shahi Mosque, Fatahpur Mosque, Modiney Sagor Mosque, Gadhuda Mosque.
Mymensing	Shrine of Shah Jamal, Shrine of Shah Kamal, Five Dome Rospal Mosque, Shrine of Seven Shahid, Shrine of Shah Komor Uddin, Shrine of Dorbesh Shah, Shrine of Shah Kamal, Shrine of Shar Ali, Baro Duari Mosque, Kosba Mugal Mosque, Gagra Mosque, Mai Sahaba Mosque

Source: Adapted from Bhuiyan & Darda (2018)

5.6 Role of Government Tourism Organizations

In Bangladesh the existence of the NTO, private tourism organizations, government departments, local, national and international NGOs are common. International organizations such as OIC, UNWTO, WTTC, UNESCO and Asian Development Bank (ADB) also have been providing support in terms of infrastructure development, technical cooperation and financial matters in some areas to develop its Halal tourism sector. In addition, elected representatives, community leaders and media have extensive role in Halal tourism development.

5.6.1 NTO

The National Tourism Organization of Bangladesh does not have any program or project related to Halal tourism development. The sole program of NTO is its training institute; NTO has operated a training institute since 1973. The institute has been playing a role in human resource development in the tourism and hospitality sector of the country. The institute provides training on Chef, Room Attendant and Tour Guide activities. However, the NTO has only one training center and that is situated in capital city. The short training of National Hotel and Tourism Training Institute (NHTTI) training has a high demand in the market but it has no special training program on Halal tourism. The NTO should initiate special program for Halal tourism development and include training program on Halal tourism products and services.

5.6.2 MOCAT

The Ministry of Civil Aviation and Tourism (MOCAT) is a ministry of the government of the People's Republic of Bangladesh responsible for the formulation of national policies and programs for development and regulation of Civil Aviation and the regulation of the Bangladesh tourism industry and the promotion of the Bangladesh as a tourist destination. They should initiate and establish policy/framework for Halal tourism development and sustainability, minimizing the bureaucracy problem and other necessary steps to develop Halal tourism in our country.

5.6.3 The Department of Archaeology

Archaeological sites form an important part of the culture, heritage and identity of the region. They are also important tourist destinations as well. In Bangladesh, international Muslim and non-Muslim tourists like to enjoy archaeological and historical places first, while scenic

beauty is their second preference (Ali & Parvin, 2010). Bangladesh is a country considerably rich in archaeological wealth, especially of the medieval period both during the Islamic and pre-Islamic rules. The department of archaeology should come forward to conserve these archaeological sites for developing tourism sector of our country.

> *………many of the archaeological sites are destroying day by day. Archaeology Department has to take proper steps to conserve these archaeological sites that will attract tourists from the abroad.*

(Interview No. 22, Personal Communication, Tourist, 27.10.2019)

5.7 Role of Private Tourism Organizations

The government and the private sector also have important roles to play in the growth of Halal tourism. The primary task of the private sector is to establish and operate tourism facilities and visitor services while optimizing financial returns, but today, many private companies concentrate on the social and environmental obligations they need to meet in achieving profit targets.

5.7.1 Tour Operators

Tour operators are commercial tourism companies that specialize in the development of packages for travel. The definition of tour wholesalers and tour operators is sometimes used interchangeably, but the wholesale role implies assembling the tour. Tour planning, training, publicity and reservations are involved. A wholesaler does not sell directly to the public by design, but receives bookings from intermediaries such as travel agents and tour guides. Halal tour packages should be organized by tour operators and Muslim tourists may be drawn by their Islamic requirements.

5.7.2 Transportation Organization

Transportation has become an integral component of the tourism industry; visitors are connected to different tourist attractions through transport. There is a common consensus that when there are improved transportation services, tourism grows further. Compared to the natural heritage which the country is blessed with, tourism has been floundering in many parts of the world. One of the things listed is that inadequate transport systems are the explanation for under-performance. Transportation needs for the travel industry advancement and the travel industry improvement among others, to be support of the current streets,

development of more streets and air transportation, and development of nearby air terminals and upgrade of local flight operations. And established that the extent of security and safety in transportation systems isn't bad though transportation costs are considered high by tourists. The transportation organization should also maintain Muslim friendly environment to attract Muslim tourists from home and abroad.

5.8 Role of International Tourism Organizations

Besides the Government and private tourism organizations there are some international organizations those have a considerable role in developing Halal tourism industry at any Muslim developing country like Bangladesh.

5.8.1 OIC

The advent of Halal tourism is one of the most promising variables for the OIC countries in the field of tourism. Tourism facilities and services built in accordance with Islamic values are preferred by a growing number of people living in OIC countries. The demand for Halal tourism will continue to increase, according to the latest projections, and is projected to cross US$ 300 billion by 2026 (GMTI, 2018). As most of the Halal tourism facilities and services are offered in the OIC countries, the positive trend seen in Halal tourism not only boosts the overall tourism sector in the OIC countries, but also helps to increase intra-OIC tourism activities.

The promotion of regional integration in OIC countries through tourism is one of the successful ways of enhancing intra-OIC cooperation. Potential areas of cooperation are the facilitation of visas between OIC countries, the design and promotion of regional tourism activities, the enhancement of regional transport networks, the organizing of tourism fairs, festivals and exhibitions, the creation of joint regional tourism policies and the guarantee of currency convertibility.

5.8.2 UNWTO

The UNWTO is a UN Specialist Agency and a leading international tourism company. In tourism today, it is the most commonly known agency. It serves as a global platform for tourism policy issues and a realistic source of know-how in tourism. It plays a central and decisive role in supporting the creation of responsible, sustainable and universally accessible tourism, paying particular attention to developing countries' interests. Bangladesh has failed

to use the resources of the United Nations World Trade Organization (UNWTO) for the creation of responsible, sustainable and universally accessible tourism in 1992, the UNWTO helped develop the country's tourism strategy, but the NTO has not been able to enforce it yet. Furthermore, Bangladesh has not exploited the UNWTO's expertise in promoting the country's tourism sector including the lots of Islamic heritage sites.

> *We have to seek assistance from UNWTO to promote our tourism sectors to the international tourists. As it is the main body of tourism from the whole world perspective.*
>
> (Interview No. 14, Personal Communication, Practitioner, 13.09.2019)

5.8.3 WTTC

This is a forum for business leaders in the world of travel and tourism. With a regional presence, WTTC works with governments, local leaders and WTTC Global Members to recognize and remove obstacles to tourism development. The WTTC conducts comprehensive annual macro-economic analysis to determine the actual and potential effect of travel and tourism on a total of 176 national economies worldwide. It's a private association with about one hundred of the world's leading travel and tourism firms, including the chief executives. As one of the world's largest sectors, WTTC works to raise awareness of travel and tourism. WTTC has to work to raise awareness of Halal tourism throughout the whole world to the Muslim tourists as well as non-Muslim tourists.

5.8.4 UNESCO

The UNESCO is the sole international organization for the conservation of heritages around the whole world. It is a universally known fact that UNESCO has been the main facilitator and, by distinction, the UN Agency in collaborating with Member States in matters of preservation of many Heritages. The UNESCO can assist us to preserve various Islamic and cultural heritages sites in our country that will help in developing Halal tourism in Bangladesh.

5.8.5 ADB

The country's road transportation at the district and sub-district level has not been developed adequately. Most connecting roads from sub-districts to district level and to the divisional cities remain very narrow and under-developed. At this circumstance, we can take loan from ADB for the whole infrastructure development of the country that will help not only Halal tourism but also the whole tourism industry development in our country.

CHAPTER SIX

DISCUSSION OF FINDINGS

6.1 Introduction

This study has produced a considerable findings from the study sites as well as in the whole country which have been described in the previous chapter. In this chapter, the implications of those findings have been discussed. Substantial evidences have been found in relation to the prospects for the Halal tourism development in Bangladesh. Similarly, there are lot of barriers documented to develop the Halal tourism in our country. However, the Halal tourism development in Bangladesh is hampered due to the lack of awareness and knowledge mainly. Various ways are outlined to solve the barriers so that the Halal tourism can be developed.

6.2 Entities Involved in Halal Tourism Field in Bangladesh

There are some institutions or entities those are interrelated with each other for developing Halal tourism concept in our country. This section will discuss these entities in the following:

6.2.1 Ministry of Civil Aviation and Tourism

The Ministry of Civil Aviation and Tourism is the sole ministry in Bangladesh to develop and promote tourism in Bangladesh with its necessary requirements. This ministry is responsible for the formulation of national policies and programmes for development and regulation of the Bangladesh tourism industry and the promotion of the Bangladesh as a tourist destination. Its mission is to provide safe, secure and efficient civil aviation facilities and attract tourist by diversification of tourist products and improved service quality. As like any other tourism segment the development and promotion of Halal tourism is solely depends on this ministry.

6.2.2 BPC and BTB

In Bangladesh, the BPC and BTB are the exclusive government organisations working for the development of tourism. These government organisation has been functioning under the Ministry of Civil Aviation and Tourism. Given that the country's tourism development responsibility lies with the BPC and the BTB, so they have to take proper steps for developing and promoting Halal tourism. They have to play a pivotal role in bringing Bangladesh to the pole position of Halal tourism. They can take numerous ingenuities in standardising tourism's best practices through research, seminars, workshops and industry outreach programmes, helping to establish Bangladesh's credibility in the world of Halal tourism.

6.2.3 OIC

The Organisation of Islamic Cooperation (OIC; Arabic: منظمة التعاون الإسلامي), formerly the Organisation of the Islamic Conference, is an international organization founded in 1969, consisting of 57 member states. In the OIC member states, Muslim tourist arrivals continue to rise. Tourism has a tremendous potential to grow as a sustainable industry in the OIC member states. However, in many OIC countries, the capacity for tourism growth has not yet been expressed and exploited at a satisfactory stage. Besides, the increased competition from non-OIC countries in increasing day by day. In this perspective, OIC can arrange training on Halal tourism in its lack behind member countries including Bangladesh mainly focused on essential elements of Halal tourism, Halal certification and accreditation, history and current practices, Halal tourism standards around the world, developing and marketing Halal tourism products and services. It has SESRIC for implementing such kind of programs.

6.2.4 Government Organizations and NGOs

As said earlier, government organizations and departments have crucial roles in infrastructure development for the expansion of Halal tourism. However, in order to ensure Halal tourism development, these organizations, departments and other ministries need to work together. For example, The Cultural and Archaeological Department, Islamic Foundation of Bangladesh (IFB) have substantial roles in Halal tourism development in Bangladesh. Similarly, various non-government organizations can play vital role in order to develop Halal tourism in Bangladesh.

6.2.5 Tour Operators and Other Private Tourism Organizations

In context of Bangladesh, various types of privately owned small and micro enterprises such as tea stalls, fast food stores, hotels, handicraft stores, flower stores and restaurants are operating businesses in the tourism destinations. These small and micro enterprises have a crucial role in Halal tourism development. In many areas of Bangladesh small and micro tourism-related businesses such as accommodation, local transport, restaurants and handicrafts depend on tour operators from the capital city. If these small and micro tourism enterprises do not have any business relationship or they are not treated as stakeholders by the tourism-related organisations such as tour operators, it is difficult for them to benefit from tourism development.

6.3 Prospects of Halal Tourism in Bangladesh

As a country with historical and cultural diversity, Bangladesh has a legacy of history and culture that is inseparably related to religious aspects and the community's religious practices. With the diversity of race, gender, language, and traditions, cultural and religious heritage has the potential to grow tourism. In particular, as the majority of people in Bangladesh, Muslims definitely have a singularity that characterizes the nation with established tourist attractions, such as sea beaches, mosques, mangrove forests, heritage, and many more. In accordance with the pattern of the Halal travel industry as a component of the worldwide Islamic economy, the growth of Halal tourism as an alternative to the tourism industry in Bangladesh.

However, there is a wide range of auspicious factors present in Bangladesh for the development of Halal tourism that include the following:

6.3.1 Prominent Muslim Country

Bangladesh is obviously a renowned Muslim country in the world. The issues like Muslim majority country, Muslim friendly environment, hospitality of the local Muslims community and Islamic stability and safety of the country will be discussed in this section.

6.3.1.1 Muslim Majority Country

A Muslim majority country is a country where most of the inhabitants are Muslim. The OIC have emphasized for developing the tourism activities in these countries. There are 57 Islamic countries with many tourist destinations (SESRIC, 2018). The OIC is the governing body charged with maintaining relations between Muslim countries. Among its agendas is to promote Halal tourism among Muslim countries. The Islamic Development Bank (IDB), in compliance with Shariah, expressed support for tourism. In this sense, the bank has allocated a tourism development fund to Muslim countries. Bangladesh is the world's fourth largest Muslim populated country, the Muslim population is approximately around 148 million (Worldatlas, 2019). The main concern for a Muslim traveller is how to make their trip a Halal one, so food and prayer places are indeed a concern, but the best part that makes a holiday to Bangladesh quite easy for Muslim travellers is that Bangladesh is one of the world's most Muslim populated countries, with almost 85-90 percent of its population being Muslims (Al Awad, 2018).Though Bangladesh is the second largest Muslim country of the world but still there is no remarkable development in Halal tourism sector like other Muslim populated

countries in the world. Many of our neighbouring countries like Indonesia, Malaysia etc. have developed in their Halal tourism segment. Even in the last year Indonesia and Malaysia shared the top one position in top ten OIC destinations (GMTI, 2019). Now it's time for Bangladesh and many local tourists as well as management practitioners have talked about this.

6.3.1.2 Muslim Friendly Environment

As Bangladesh is a Muslim majority country so it's social, cultural and public life environments are Muslim friendly. The way of life in Bangladesh is mainly followed by Islamic rules and peoples are very much keen as well as devoted to follow Islamic way of life. So, the overall environment of our country is Muslim friendly that the Muslims tourists desire.

6.3.1.3 Hospitality of the Local Muslims Community

The People of Bangladesh are extremely straightforward, and they have a glad existence with the family. They like to keep up the local area, and the majority of individuals don't attempt to prepare to stun the world. The local Muslim community of Bangladesh are very friendly towards their guests. Our rural people are so much simple and they are so mush festive. They receive any kinds of guest with a glad mind. The Muslims of our country treat tourists as guest to their own house. It is recognizable to the world that individuals of Bangladesh are truly friendly. They uphold the companions, family and neighbors just as the unfamiliar individuals.

6.3.1.4 Islamic Stability and Safety of the Country

In deciding the image of destinations in tourist-generating regions and the real and perceived safety of tourists, the problem of political stability and political ties within and between states is extremely important (Hall, 1996). As Ankomah and Crompton (1990) suggest, a major factor in the decision of a prospective traveler to visit any foreign destination is the political stability of that country and the conditions of general internal security. It is likely that any signs of domestic unrest would result in a decision not to visit that country. It is not unrelated to extremism and political turmoil (Lea 1996; Wieviorka 1994; O'Sullivan & Hall, 1996). Wieviorka (1994) uses Lebanon, Italy, and former West Germany as examples of how terrorism can inevitably escalate into political crisis. Political stability is of extreme importance to any investment, but because of what is being offered, it is of specific

consequence to tourism: serenity, leisure, fun and comfort. These can only be marketed successfully under secure political circumstances. Not only are tourist arrivals a barometer of the currency of a nation compared to other currencies, but also of a nation's secure view (Cothran & Cothran, 1998). Although some Islamic countries are involved in political problems and military conflicts, such as Syria, Libya, Iraq and Palestine. Muslim tourists, particularly those from Arab countries, have been looking for the Islamic stability they like to experience. Bangladesh paved the way for Middle Eastern tourists in this respect by granting them travel visas for a longer period of time while trying to enhance the country's reputation as an Islamic and safe country.

6.3.2 Growth of Halal Tourism

The factors regarding the growth of Halal tourism such as growth of global Halal tourism market, growth of Muslim visitors' arrival and host country of annual Biswa Ijtema will be discussed in the following:

6.3.2.1 Growth of Global Halal Tourism Market

Shariah activities related to the tourism sector have been adopted at an early level, just as Islamic banks had a large market share in the international banking market before conquering it. As a business opportunity, Halal tourism is anticipated to become one of the most versatile forms of tourism (Chitakasem, 2007). Though Halal tourism is a moderately contemporary phenomenon, it is projected that Halal holidays for leisure purposes are one of the industry's fastest advancement segments (Wingett & Turnbull, 2017). The progress of the Muslim population around the world is rapid and steady. The Muslim travel market is on track to continue its rapid growth to reach USD 300 billion by 2026 (GMTI, 2018). An estimated 131 million Muslim tourists arrived worldwide in 2017, up from 121 million in 2016, and this is expected to rise to 156 million visitors by 2020, representing 10 percent of the travel segment (GMTI, 2018). According to Pew Research Center (2011), due to facts from the demand side, Halal tourism will continue as a lucrative sector. The Muslim community continues to be the world's fastest rising religious segment. Facts show that Muslims as potential customers constitute a global market of approximately 230 million travelers by 2026 (GMTI, 2019). The demand for the Halal tourism section is growing day by day among the many tourism segments today. Bangladesh has a tremendous opportunity to grasp this lucrative market, like many Asian Muslim countries.

6.3.2.2 Growth of Muslim Visitors' Arrival

Last year Bangladesh was the nineteenth most popular tourist destination for Muslims in the world but in the previous year Bangladesh was not in top twenty then the position was twenty fourth (GMTI, 2018; 2019). On average 13 percent tourists from OIC countries arrived in Bangladesh during 2006 to 2014 (BBS, 2015). The last report from BTB showed that the tourists is increasing year by year in which most of the tourists are Muslims.

Table 6. 1 Inbound Tourist Arrival in Bangladesh

Year: 2010-2019

Year	No. of Tourists
2010	1,39,106
2011	1,56,545
2012	1,59,524
2013	1,04,009
2014	1,33,902
2015	1,26,264
2016	1,82,469
2017	2,37,452
2018	2,67,209
2019	3,23,295

Source: Bangladesh Tourism Board, 2020

6.3.2.3 Host Country of Annual Biswa Ijtema

Due to the annual pilgrimage to Makkah, which is co-known by Muslims worldwide as *'Hajj'*, Saudi Arabia has become the most important international tourism destination (Ahmed, 1992). The tourism industry is the second largest contributor to Gross Domestic Product (GDP) growth in 2016, according to the Jeddah Chamber of Commerce and Industry (JCCI). The tourism industry is estimated at 21.33 billion US dollars as of December 2015, while the religious sector is estimated at 5.68 billion US dollars with 19 million pilgrims in 2015 and is projected to rise to 30 million in 2025. In 2014, 11.2 million Muslim tourists were estimated to have arrived in Saudi Arabia with an expenditure of USD 7,718.10 (COMCEC, 2016). "Biswa Ijtema" is considered as the second largest gathering after Hajj in terms of Muslim participants each year. Bangladesh is visited by people from almost all

countries around the world to attend this gathering, which typically takes place every year during January (World Bulletin, 2015). Around five million Muslim devotees from India, Pakistan, Indonesia, the Maldives, Malaysia, Brunei and other countries come here during the Bishwa Ijtema (Howlader, 2019). Devotees spend many days in Bangladesh after the Ijtema program and visit several historic mosques and shrines located in different parts of the country, and their tourism activities support local communities in terms of revenue generation.

6.3.3 Offered Facilities for Tourists

Abundance of Halal food and beverage, praying facility, accommodation facility, Halal gastronomy, shopping malls, conference and event venues, Ramadan services, banning of gambling and alcohol, Muslim-friendly airlines and airports, travel agencies and packages, local transportation facilities, online booking websites and readiness of human capital are the wide range of mentionable offered facilities to the tourists.

6.3.3.1 Abundance of Halal Food and Beverage

The most significant service that a Muslim traveler seeks while traveling is Halal food. A holistic analysis of global Muslim tourists (Dinar Standard & Crescentrating LLC, 2012) found that Halal food (67 percent) was one of the three most significant variables for Muslim travelers. Eid (2013) and Battour et al. (2011, 2013) have found that for Muslim visitors, the availability of Halal food is of great importance. Islam provides a broad overview of what is or is not allowed in the everyday activities of its adherents, covering aspects of food, cosmetics, financial problems, and pharmaceutical products (Mukhtar & Butt, 2012). The most common importance often rests on the prohibition of alcohol consumption and gambling in any of its form (The Qur'an, 2004, 2: 219). Halal has to be the food that's served at a restaurant. It is according to Islamic teachings that all animals must be slaughtered. There should be no alcoholic beverages sold on the premises (Zulkifli et al., 2011). In our country the food and beverages one can see almost are Halal. It is not exceeded to say that even the Muslim tourists need not to be asked about the Halal assurance of the served food and beverage.

6.3.3.2 Availability of Praying Facility

> *"When ye pass (Congregational) prayers, celebrate Allah's praises, standing, sitting down, or lying down on your sides; but when ye are free from danger, set up Regular Prayers: For such prayers are enjoined on believers at stated times".* (The Qur'an, 2004, 4:103)

As per the above verse prayer is an obligation for every Muslim male or female according to the exact time though they can opt for 'Jama[6] and Qasar[7]' when travelling (Al-Khin, Al-Bugho & Asy-Syarbaji, 2011). As Allah (SWT) stated in the holy Qur'an,

> *"And when you travel throughout the land, there is no blame upon you for shortening the prayer, [especially] if you fear that those who disbelieve may disrupt [or attack] you. Indeed, the disbelievers are ever to you a clear enemy".* (The Qur'an, 2004, 4: 101)

So, there should be prayer facilities for the Muslim tourists including direction of Qibla, ablution facility, prayer time announcement, unadulterated prayer place, prayer mat which is commonly known as Jymanaj and others. As Dhaka is called the City of Mosque so it can be understood the available praying facilities for the traveler in our country.

6.3.3.2.1 Direction of Qibla

> *"And from wherever you go out [for prayer], turn your face toward al-Masjid al Haram. And wherever you [believers] may be, turn your faces toward it in order that the people will not have any argument against you, except for those of them who commit wrong; so fear them not but fear Me. And [it is] so I may complete my favor upon you and that you may be guided."* (The Qur'an, 2004, 2:150)

As per above verse of the holy Quran Muslims face the direction of Kaaba in Makkah called the *Qibla* when they pray. This order is an essential obligatory for the Muslims to perform their prayers. Muslims must try to find accurate or almost accurate direction of the *Qibla* so that there is no need to replace the prayers (Zulkifli, 2016).

6.3.3.2.2 Ablution Facility

> *"O you who have believed, when you rise to [perform] prayer, wash your faces and your forearms to the elbows and wipe over your heads and wash your feet to the ankles. And if you are in a state of janabah, then purify yourselves. But if you are ill or on a journey or one of you comes from the*

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[6] Mix exact prayer time
[7] Shorten the prayer number

place of relieving himself or you have contacted women and do not find water, then seek clean earth and wipe over your faces and hands with it. Allah does not intend to make difficulty for you, but He intends to purify you and complete His favor upon you that you may be grateful." (The Qur'an, 2004, 5: 6)

In the holy Quran Allah (SWT) instructs the Muslims to do wudhu that is the ablution as a prerequisite for prayer. Therefore it is obviously important to provide ablution facility as it is Muslim tourists' requirements to develop Halal tourism in Bangladesh.

6.3.3.2.3 Prayer Time Announcement

As each prayer is assigned to an exact time so it is very difficult for the Muslim visitors to determine the assigned time for the various tourism destinations. The time for each prayer is determined by the position of the sun. The sun's altitude differs according to the earth's altitude (Zulkifli et al., 2011). So it is very important to announce the prayer time for the Muslim travelers.

6.3.3.3 Availability of Accommodation Facility

For any tourism activity, accommodation is one of the basic needs. In their journeys, tourists need a place where they can relax and revive throughout their trip. In the tourism economy, accommodation or lodging is, by far, the main and most ubiquitous sub-sector. With a few exceptions, tourists need a place where they can relax and revive during their journey through a tourism destination or remain inside it (Cooper et al., 2008). In terms of location and facilities offered, there is considerable variation in the size and form of accommodation. In order to provide visitors a home away from home, accommodation in the form of low-budget lodges / hotels to world-class luxury hotels is available at all the major tourist destinations. Accommodation is a very significant part of the infrastructure and growth of tourism. For a visitor, it builds a house away from home. The accommodation industry is today's most mature industry. The Conference of the United Nations on International Travel and Tourism, held in 1963, recognized the importance of both conventional and additional accommodation as rewards for international tourism. In growing their tourism, many countries have recognized the critical value of the accommodation industry and have organized their activities by providing hoteliers with great incentives and allowances.

6.3.3.4 Availability of Halal Gastronomy

As Halal food becomes available in more destinations, services and operators will redesign their culinary activities to be inclusive and Muslim friendly, pioneering a new wave of Halal centric gastronomy tours and activities (HTF, 2020). Culinary tourism has been a popular trend over the past years but Muslim travelers were often unable to participate in such activities due to their Halal dietary requirements. Muslim travelers, like any other traveler, are keen to try local cuisines of the host communities, participate in a cooking class, a food tour or a festival as a way of learning and immersing themselves in local cultures. With the Muslim travel market projected to be a USD 300 billion segment in 2026, this will lead to new developments and innovations in the food and beverage sector making Halal culinary mainstream (GMTI, 2018). Many Asian Islamic as well as non-Islamic countries looking to attract Muslim tourist dollars are already investing resources to meet this goal. Some destinations leading the way for this Halal Gastronomy landscape include Malaysia, Indonesia, Japan, South Korea, Hong Kong and Taiwan. In Bangladesh, Halal gastronomy is already available in various tourist destinations. It needs to be promoted as many other countries.

6.3.3.5 Banning of Gambling and Alcohol

The Quran explicitly specified the prohibition of alcohol in any forms, liquor or drugs and all forms of intoxicants (Al Quran, 5: 90, 91). For those who drink it, it is not only haram, but also for those who are interested in supplying, serving and benefiting from the price charged for it (Shakona et al., 2015). *Alcohol is the mother of all evils, and it is the most shameful of evils*, said the Prophet Muhammad (PBUH) (Ibn Majah (2004), as quoted in Battour et al., (2011). Thus, some Muslim perceptions of public alcohol consumption are particularly offensive because of religious convictions (Battour et al., 2013). Therefore, to gain attention from this market segment, independent tourism industry operators should be aware of this reality and know how to resolve this situation. In other words, considering the need to be mindful of these circumstances, in order to ensure the development of the sector, tourism industry operators should also be able to cater to the religious needs of Muslim visitors.

Muslims are forbidden from taking any gambling related action, whether they are a gambler or are active in the gambling industry. They are also not required to visit locations where gambling is practiced (Din, 1989; Foggia & Pizzurno, 2012; Stephenson, 2014; Namin, 2013). Furthermore, Battour et al., (2011) note that Muslim countries such as Saudi Arabia,

Iran, Bangladesh and Pakistan are enforcing very stringent public alcohol and gambling consumption policies. However, in certain Muslim countries, such as Malaysia, Egypt and Turkey, different policies are enforced and their policies are not as stringent as those described earlier. The Government of Bangladesh ensures stringent public alcohol and gambling use policies.

6.3.3.6 Availability of Shopping Malls

Shopping is inherent in the actions of tourists and is an increasing component of the value chain of tourism (UNWTO, 2014). Shopping is a favorite activity for tourists and by creating new properties or changing tactics to promote tourist shoppers' patronage, the shopping center industry reacts (Paige & Littrell, 2003). Examples of currently operating large-scale tourist-oriented shopping centers include the Mall of America and West Edmonton Mall. About 43 million visitors a year are drawn to the Mall of America (Gill, 2007), while annual visits to the West Edmonton Mall are about 22 million (Hazel, 2001). For travelers, both domestic and foreign visitors, shopping is the number one trip activity (Goeldner et al., 2000; TIA, 2003), and a trip is not complete for many without having spent time shopping (Hudman & Hawkins, 1989). Tourists want to take something from the ride home and go shopping as a result (Gordon, 1986). Shopping is one of the significant intentions in travelling among the Muslim tourists moreover. All things considered, shopping locale or potentially shopping centers need to oblige the requirements of Muslims travelers. Bangladesh has also Muslim friendly shopping malls namely Jamuna Future Park and Bashundhara City at Dhaka.

6.3.3.7 Availability of Conference and Event Venues

Meetings, Incentives, Convention/Conference and Exhibitions - the MICE Industry is one of the fastest-growing and most lucrative areas of the tourism industry. In relation to the type of tourism, MICE is used where large numbers of people are deliberately linked to each other in advance through well-planned activities based on a particular subject. For conferences and major events, catering to the Muslim business tourists segment would require the event venue to be able to provide the various Halal services. InterContinental Dhaka, Pan Pacific Sonargaon Dhaka, Six Seasons Hotel, The Olives, Hotel Orchard Suites, Bangabandhu International Conference Center and The Westin Dhaka are some of the examples of Muslim friendly conference and event venues in Bangladesh.

6.3.3.8 Muslim-Friendly Airlines and Airports

Airline service is an important element in Halal tourism industry as it is the main mode of transportation for international tourist destinations. In the literature, several terms have been used to describe this matter; namely Halal Airline, Muslim-Friendly Airline, and Shariah Compliant Airline. While there is currently no specific definition on Muslim-Friendly Airline (MFA), some elements in the Muslim Friendly Hospitality Services Standard (MS 2610:2015) may be related and of used to describe MFA. Based on MS2610:2015, Muslim-Friendly Hospitality referred to products or services in the travel and tourism industry guided by Shariah necessities that cater to or provide facilities suitable for Muslim travelers (clause 3.10) (Department of Standards Malaysia, 2015). While traveling, Muslims need to preserve and perform their religious obligations. Among suggested needs of Muslim travelers are Muslim-friendly hotel, Halal foods, Muslim-friendly phone application, and Muslim-friendly airport (Battour, 2018). The Global Muslim Travel Index (2018) reported that two required essential facilities for Muslims during traveling are Halal food and prayer facilities. Battour et al. (2016) also described the needs to establish Muslim-Friendly Airline (MFA) in order to comply with the needs of Muslim travelers. Recently, a Shariah compliant airline service known as Waqf Airline was introduced; catering the pilgrimage to Makkah during Hajj only (Junainah Idris, 2016). Some examples of Muslim-friendly airlines are Garuda Indonesia, Etihad Airways, Emirates Airlines, *Biman Bangladesh*, Egypt Air, Rayani Air, Kuwait Airways, Oman Air, Saudi Airlines and Pakistan International Airlines.

6.3.3.9 Muslim-Friendly Travel Agencies and Packages

The Muslim-friendly holiday package from several travel agencies focuses on Muslims who want to discover new destinations and experience different cultures around the world that cater to fulfilling needs such as Halal food and prayer facilities for every occasion. In Malaysia, finding a Muslim tour is not a hard task. Tour guides and tour agencies were quick to bundle Muslim-friendly facilities for Malaysia. Finding a travel agency that specifically caters to Muslim tourists, however, may not be as typical as anyone thought it would be. Some agencies are pleased to provide Muslim travelers with the facilities, while another thing is claiming to be one of the Islamic Travel Agency in Malaysia. It is possibly partially because, if they are courageous enough, most passengers are able to compromise where they can or, if possible, prefer to fly on their own (Viavacation, 2020). Whereas, Indonesia's travel agencies essentially compare Halal or Muslim-friendly travel only with Muslim-majority

countries, especially Saudi Arabia for pilgrimages. Other destinations they ordinarily incorporate with *Umrah* include Istanbul, Dubai and Jerusalem (Winosa, 2018). Like many other Muslim and non-Muslim countries Bangladesh has many tour operators and travel agencies who are capable of providing Muslim-friendly facilities to the Muslim Tourists and they have already been doing it. Among these Journey Plus, GoBDGo, Obokash, Pathfriend Tour Operator are prominent.

6.3.3.10 Readiness of Human Capital

One of the main factors in advancement of any tourism industry element is the development of human capital. The fact remains that the human capital factor in tourism is inseparably linked to the quality of tourism products in such a way that the degree of competitiveness of tourism businesses or destinations is closely linked to the professionalism of employees who are able to convey a positive image to tourists, while at the same time providing services which meet the expectations of tourists. Human capital is a critical factor which needs to be established in the tourism industry with awareness, expertise and training in catering to Muslim travelers.

6.3.3.11 Muslim-Friendly Local Transportation Facilities

As the tourists need access to transport infrastructure, the local road and the rail transportation development should allow the tourists to gain good movement within the tourism destination (Khadaroo & Seetanath, 2007). Accommodation, transportation and public services are the forms of infrastructure which are essential in order to ensure the tourism development (Williams, 1998). Almost all of the OIC countries have the Muslim-friendly local transportation facilities. In a study in 2016 showed that, most of the middle and large size bus stations, petrol stations and stopovers have a masjid and ablution facilities along highways and intercity roads in Turkey, Malaysia, Indonesia and other OIC countries (COMCEC, 2016). Most of the intercity bus corporations arrange break times in accordance with prayer times in these countries. Even ferries have a masjid and ablution facilities. In case of Bangladesh it is need not to be explained more about the availability of Muslim-friendly local transportation facilities.

6.3.3.12 Muslim-Friendly Online Booking Websites

HalalBooking.com, HalalTrip.com, Halalinn.com, Rihaala.com, Tripfez.com and HalalGo.com are some of the most trusted Muslim-friendly online booking websites in the world. Besides these the tourists can use local online booking website of any country. On

worldwide online booking websites, Muslim-friendly filtering alternatives have been seen for a while. For Muslim hotel booking websites, online filtering tools are newly developed that allow clients to select one or more products and services from traditional hotels. HalalBooking.com, for example, provides hotels and resorts with Halal-related filters. The platforms include filters on the availability of Halal food, no alcohol policy and women-only facilities, in addition to filters on general features such as star rating and review ratings. Nearly 200 resorts, hotels and villas are described on the website, most of which are located in Turkey (COMCEC, 2016). In the above worldly renowned and most trusted Muslim-friendly online booking websites allow the tourists to filter or select Bangladesh, beside it Bangladesh has some own Muslim-friendly online booking websites.

6.3.3.13 Availability of Ramadan Services

Probably no other month in the year punctuates the world's Muslim lives more than the holy month of Ramadan. This month Muslims practice fasting, one of Islam's five pillars by abstaining from dawn to dusk from eating, drinking, smoking, as well as intimacy. Ramadan, the ninth month of the Islamic calendar, is observed as a month of fasting by Muslims worldwide. As for Muslims' traditional lifestyle changes during Ramadan, while they will continue their usual day-to-day activities, they will also devote extra time and effort to other religious activities, such as reciting the Qur'an, attending the mosque for prayers and doing charitable work (RTR, 2016). Though Muslims are less likely to travel during the month of Ramadan, there are still many who looking to spend this time away from home, specially, if this period accords with school breaks. Likewise, an expanding number of Muslims take occasion breaks during the two Muslim celebrations. Destinations hoping to pull in Muslim explorers during this period should have the option to oblige their exceptional requirements during the long stretch of fasting. One such example is the catering of Suhoor[8] and Iftar[9].

Although traveling in Malaysia can have its frustrating moments during Ramadan tourism, it can also be a rewarding cultural experience, particularly during the Muslim New Year celebrations that mark the end of the holy month, Eid-ul-Fitr (Reid, 2018). This is a good time to mingle with locals while they are usually at their most accommodating, as Muslims claim that good deeds done during the holy month are rewarded more than usual, such as inviting foreign guests to join them for the dawn meal, dinner, or Eid-ul-Fitr celebrations.

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[8] Means the before dawn meal
[9] Means the evening meal

Ramadan bazaars pop up every evening in most towns and neighbourhoods during the holy month, offering a range of traditional Malaysian delicacies that tourists may struggle to find at other times of the year. During the holy month, hotels, too, frequently put on elaborate Ramadan buffets. Like many other Muslim countries Bangladesh also offer Ramadan services and facilities to the Muslims tourists during the holy month of Ramadan. It includes Suhoor, Iftar, and dinner and so on. Many hotels and restaurants arrange these services for the Muslim tourists in every tourism destination in our country.

6.3.4 Islamic Heritage and Culture

As Bangladesh is a renowned Muslim country in the world so it owns some Islamic heritages, monuments and cultural attractions from the past of the time which includes mosques, heritage sites, archaeological heritages and historical and cultural heritages those are discussed in the below section:

6.3.4.1 Dhaka as Capital of Mosques

Despite the European influence that started with the Portuguese in the 16th century, Dhaka was made the capital and the empire endured until late 1857. Much of the visitors' interest in building here came from the Moghul era and there was a continuous growth of Islamic architecture and art during this time. The character of ancient Dhaka symbolizes the establishment in Bengal of Moghul power from the year 1600 onwards. The "City of Mosques" is the name of the capital, Dhaka. While visiting the area, any tourist can see hundreds of mosques with modern and Mughal period architectural architecture (Howlader, 2019).

Figure 6. 1 Baitul Mukkarram Mosque
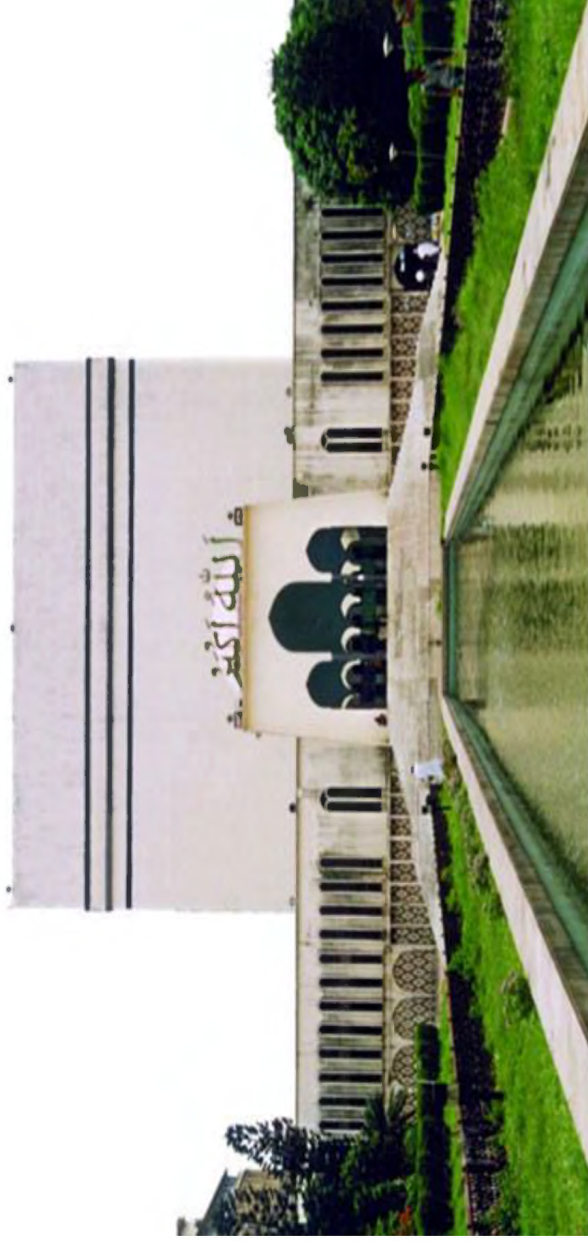
Baitul Mukkarram Mosque, **Source:** www.tourisminbangla.blogspot.com

6.3.4.1.1 Baitul Mukkarram Mosque

The holy house is what Baitul Mukkarram means. It is the Bangladesh National Mosque, situated in the heart of the capital city, Dhaka. The mosque has a capacity of 40,000, positioning it as the world's 10th largest mosque. The structure of the mosque, at a height of 99 feet (eight stories), resembles the holy Kaaba of Makkah. The mosque has some modern architectural features, although the traditional values of Mughal architecture are retained at the same time.

6.3.4.1.2 Binat Bibi Mosque

This is the oldest surviving mosque in Dhaka founded in 1454 AD by Bakht Binat during the Sultanate regime in Bengal. This is a single-domed square mosque measuring 3.7 square meters internally atop the square space with a single hemispherical dome. It has the pre-Mughal features of the south, north and eastern sides, including curved cornices and battlements, corner octagonal turrets, and arches.

6.3.4.1.3 Sat Gambuz (seven domed) Mosque

This seven-dome mosque, situated on the north-western outskirts of the capital Dhaka, illustrates a fine example of the architecture of the Mughal style introduced in Bengal in the

17th century. Seven bulbous domes crowning the roof and surrounding the main prayer hall are the most prominent characteristics of the mosque. On a buttressed 15 'high bank overlooking an extensive flood plain, the mosque stands in a romantic setting.

6.3.4.2 Awarded Dhaka as OIC City of Tourism

At the end of [2]013, all OIC member countries agreed in Gambia to hold a conference to explore and develop the potential of Islamic tourism in the member countries. Following this conference, the fourth Coordination Meeting of the Tourism Ministries of the Member States was held in Indonesia in June 2014. The conference's key discussions centered on recognizing the increasing need for Islamic ideals in the world economy and the tourism industry. OIC first announced the idea of "Tourism Capital City of Islamic Countries" on the basis of these objectives and for 2015 Jerusalem, 2016 Konya / Turkey, 2017 Madinah / Saudi Arabia, 2018 Tabriz / Iran was chosen as the capital of Islamic tourism. In this continuation in 2019, OIC has selected Dhaka as *"OIC City of Tourism for 2019"* based on its Muslim friendly tourism potentials. Dhaka was chosen the "City of Tourism for 2019" by tourism ministers of OIC member states at the closing session of the 10th ICTM that was held Dhaka in 2018. The speakers hoped that the OIC recognition of Dhaka as a habitat of Muslim heritage will create huge interest about Bangladesh among the Muslim and other tourists across the globe. Noting that Bangladesh is the current chair of ICTM, Bangladesh hoped that the OIC understands that Bangladesh has huge potential in tourism, and encouraged Bangladesh to discuss ways of cooperation among the member states. That celebration was a wonderful platform to create a closer interaction and cooperation among OIC member states and related stakeholders involved in tourism industries.

6.3.4.3 Islamic Heritage Sites

The Bahrain National Museum is well worth a visit, covering over 6000 years of history, while the Beit Qur'an mentioned above houses ancient Qur'an manuscripts collected from different parts of the world, as well as Islamic objects and heritage art (Halal Trip, 2016). Turkey is another destination with an abundance of historical sites and attractions and will definitely appeal greatly to those seeking Islamic heritage destinations around the world. Including the Suleymaniye Mosque, the Eyup Sultan Mosque, and the famous Sultan Ahmet Mosque, best known as the Blue Mosque due to the blue tiles adorning its interior, tourists can find many beautiful imperial mosques to visit. Some of the sites that will be of interest to visitors seeking to learn more about the Islamic heritage and culture of Qatar are the National

Museum of Qatar, the Museum of Islamic Art, the Weaponry Museum, the Sheikh Faisal Museum, Al Koot Fort, Al Zubara Fort, Doha Heritage Village and the Cultural Village (Halal Trip, 2016).

As the world's second largest Muslim country, Bangladesh possesses a strong Islamic presence. The Islamic heritage sites in Bangladesh are still of great significance. According to the UNESCO code of conduct, the government has plans to preserve all the sites. Along with Paharpur Buddhist Monastery and the Sundrbans, UNESCO has designated the 60-domed mosques as World Heritage Sites. Moreover, Dhaka is known as the "City of Mosques". Not only in Dhaka but also all over the country in Bangladesh there are many remarkable mosques, shrines of Muslim scholars and other Islamic heritage sites available. The main Islamic heritage sites are- Star Mosque, Baitul Mukarram Mosque, Shait- Gumbad Mosque, Chhota Sona Mosque, Mosque of Baba Adam, Shrine of Hazrat Shah Jalal, Shrine of Shah Makhdhum, Shrine of Sultan Bayazid Bostami, Shrine of Shah Amanat, Huseni Dalan Mosque, Tangail Atia Jame Mosque etc. These places may be attractive destinations for Halal tourism. The following Islamic heritage sites bear the testimony to our past glorious history:

6.3.4.3.1   Shait-Gumbad (Sixty domed) Mosque

In the south, near the sea coast in the Bagherhat district, Khan Jahan Ali was Islam's earliest torch bearer, who during the reign of Sultan Nasiruddin Mahmud Shah (1442-59) laid the nucleus of an affluent city. Khan Jahan decorated his town with numerous mosques, tanks, roads and other public buildings, the impressive ruins of which are clustered around Bangladesh's most imposing and largest multi-domed mosque, known as the 160 ft x 108 ft Shait-Gumbad Masjid. 77 squat domes, including 7 chauchala or four-sided pitched Bengali domes in the middle row, are roofed over the mosque.

Figure 6. 2 Shait-Gumbad Mosque

Shait-Gumbad Mosque at Bagherhat, **Source:** Nijhoom Tours

6.3.4.3.2 Shrine of Hazrat Shah Jalal

The shrine of Saint Hazrat Shah Jalal is one of many places of historical interest in Sylhet town. Even today, more than six hundred years after his death, thousands of international and domestic tourists visit the shrine, besides countless devotees of every caste and religion, who come from far-off places. The assistance given to the Muslim army that conquered Sylhet in 1303 A.D. is credited to Hazrat Shah Jalal. It is one of our prime items for tourism. The shrine has been based in many hotels and visitor facilities. It is being maintained by the government and preserved.

6.3.4.3.3 Shrine of Sultan Bayazid Bostami

It is situated on a hill in Nasirabad, about 6 km away. This shrine draws a significant number of tourists and pilgrims to the north-west of Chattogram town (the country's second largest town). A large tank with several hundred tortoises is located at its base. Tradition has it that the descendants of the evil spirits who were cast into this form are these creatures because they suffered the wrath of the great saint who visited the place about 1,100 years ago.

6.3.4.3.4 Shrine of Shah Amanat

Another place of religious appeal is the shrine of Shah Amanat. It is located in the heart of the town of Chattogram and is visited every day by hundreds of people who pay tribute to the memory of the saint who lived in the 19th century.

6.3.4.3.5 Sona Masjid (Mosque)

The Chhota Sona Masjid or Small Golden Mosque at Gaur in Chapainawabganj district, founded by one Wali Muhammad during the reign of Sultan Alauddin Husain Shah (1493-1519), is one of the most graceful monuments of the Sultanate era. It was originally roofed with 15 gold-gilded domes, including the middle row of 3 Chauchala domes, from which its name derives.

6.3.4.3.6 Mosque of Baba Adam

The elegant 6-dome mosque of Baba Adam in Rampal near Dhaka was founded by one Malik Kafur during the reign of the last Llyas Shahi Sultan, Jalauddin Fateh Shah, in 1483 A.D. It shows the same period characteristics as the four-corner facetted octagonal turrets, the curved cornice, the facade, and three mihrabs richly relieved with exquisite floral and hanging terracotta designs.

6.3.4.3.7 Tangail Atia Jame Mosque

Located 6 km from the town of Tangail, this beautiful mosque has four spherical domes at its top in a single row, one of which is large and three of which are small. The Imam is symbolized by the larger one and the smaller three are devotees. Both of the domes are ornate and have a small minaret at the bottom, like a small object at the top. At the four corners, the mosque has four pillars. The pillars are all elegant and beautifully embellished. The mosque's outer wall bears a lovely terracotta motif of flowers.

6.3.4.4 Archaeological Heritages

Archaeological tourism emerges as one of the most lucrative business worldwide as a large number of tourists now visit archaeological sites annually. Archaeological sites form an important part of the culture, heritage and identity of the region. They are also important tourist destinations as well. Pressure on archaeological sites to accommodate higher influxes of visitors and on the authorities in charge to open more sites to tourism has increased economic potential. In Bangladesh, international Muslim and non-Muslim tourists like to

enjoy archaeological and historical places first, while scenic beauty is their second preference (Ali and Parvin, 2010). Bangladesh is a country considerably rich in archaeological wealth, especially of the medieval period both during the Islamic and pre-Islamic rules. The major archeological sites are Lalbag Fort at Dhaka, Paharpur at Naogaon, Mahasthangor at Bagura, Mainamati at Comilla, Kantajew Temple at Dinajpur, Wari Bateshwar at Narsingdi District and Curzon Hall.

Figure 6. 3 The South Gate of Lalbagh Fort

The South Gate of Lalbagh Fort, **Source:** Nijhoom Tours

6.3.4.5 Historical and Cultural Heritages

The cultural landscape has been classified by UNESCO into three groups. First, landscape is characterized as what men, such as garden, park, etc., deliberately design and build. Second, the landscape as a result of changes in culture, economy, administration, faith, and belief has changed. And finally, it refers to what is involved, or natural elements, in religion, art and culture. It is possible to further identify cultural landscapes as historical places, historical planned landscapes, historical vernacular landscapes and ethnographic landscapes (Charles, 1992). Culture and Heritage Tourism is an economic development tool that achieves

economic growth by attracting visitors from outside a host community who are wholly or partially driven by an interest in a community, country, group or institution's historical, creative, science or lifestyle / heritage offerings (Silberberg, 1995). For the longest time, history has been a dominant driver of tourist activity. Bangladesh has been the cradle of civilization since the beginning of mankind's history, a source of cultural diffusion. In various states of society, it was the meeting ground of different races, the most primitive as well as the most modern. Bangladesh's cultural past is one of the greatest and most glorious legacies of which every Bangladeshi is legitimately proud. Each period of Bangladesh's history has its distinct characteristics, and every race of people who came and settled here, together with their related artifacts, left its individual ethnic, religious or cultural impacts in the form of mosques, temples, stupas, monasteries, and spirituality (Howlader, 2019).

Historical monuments of Bangladesh represent its past and present those are scattered all over the country. Major historical attractions are- World War II symmetry at Chattogram, Gandhi Ashram at Noakhali district, Suhrawardy Uddyan, National Memorium, Mujibnagar Memorial, Central Shahid Minar, Martyred Intellectual Memorial, Old High Court Building etc. Bangladesh also has a strong cultural heritage. The mentionable places with cultural heritage of Bangladesh are- Dighapatiya Rajbari (Uttara Ganabhaban) at Natore, Shilaidaha Kuthibari at Kushtia, Sagordari at Jashore, Shahjadpur Kuthibari at Trishal, National Museum and Ahsan Manzil Museum at Dhaka.

Figure 6. 4 World War II symmetry

World War II symmetry at Chattogram, **Source:** www.bangladeshtourismguide.com

6.3.5 Special Attractions to the Tourists

Though Bangladesh is one of the least tourist destinations in the South Asia but there are many beautiful places here to visit. The world largest sea beach named Cox's Bazar and the world largest mangrove forest Sundarbans are most remarkable among them. Other some of these are:

6.3.5.1 Recreational Tourism Resources

It is apparent that recreation, the physical and intellectual rejuvenation of people is one of the main aims of tourism. The importance and the role of recreation as an integral part of tourism are especially emphasized by S. Williams, who says: *"in the approach of studying tourism, we must realize that the relation or connection between rest or leisure, recreation and tourism is much closer and more intimate ..."* (Williams, 2009). Recreational and tourist services are called tourism services that have or include recreational attributes. The basic and general division of tourism resources is applicable to and according to both recreational and tourism resources; they can be separated by genesis, attractiveness and attractiveness, as well as by the geographical region in which they are situated. As an inseparable part or an integral

element of the tourist destination, recreational tourism services have a role to play when tourists select a destination. Bangladesh has notable sea beaches, thousands of rivers and rivulets, numerous lakes and cannels which provide recreation facility like speed boat, paddle boat, normal boat, swimming, squash etc. to the tourist such as angling, boating, swimming, fishing etc. those can meet the recreational needs of the tourists.

6.3.5.2 World Largest Sea Beach

Cox's Bazar is a tourist city located in southeastern Bangladesh beside Bay of Bengal. It is considered to be the best tourist destination to maximum people which is situated under Chattogram division. It has the longest natural sea beach in the world with an unbroken length of 120 km and the beach is sandy. It is one of the most visited tourist destinations as it has the most attractive sea beaches of Bangladesh. Among them Laboni beach, Inani beach, Kolatoli beach, Sugandha beach and Sonadia island are famous. Here visitors can see the scenic beauty and enjoy the natural waves of Bay of Bengal. They can sunbathe, play, jog, cycle and swim. It is the best place for enjoyment and relaxation. The views of sunrise and sunset, and the changing colors and speed of the waves are very impressive. Close to the beach, there are a lot of small shops selling beauty products, clothes, bed sheets, shoes, show-pieces, ornaments and beach accessories.

Figure 6. 5 Cox's Bazar Sea Beach

Cox's Bazar Sea Beach, **Source:** www.travelmate.com.bd

6.3.5.2.1 *Laboni Beach*

Laboni beach is the closest sea beach to the town which is the longest and main beach of Cox's Bazar. For convenient location, tourists prefer to go to this sea beach for enjoying sunbathing, jogging, surfing, jogging and swimming. This beach is the best place, especially for swimming and relaxation.

6.3.5.2.2 *Kolatoli Beach*

Kolatoli Beach is one of the most attractive beaches in Cox's Bazar for visitors. People of various ages come here every year to have the feeling of taking a sea bath. Visitors can bathe in the water, drive water ski boats; they can have different types of seafood.

6.3.5.2.3 *Inani Beach*

Inani beach is a wonderful and calm sea beach in Ukhia Upazila of Cox's Bazar district which is about 18 kilometers long. Inani beach has its own fascinating beauty with the deep sea to the west and a backdrop of towering cliffs to the east. It has a lot of very sharp black and green coral stones.

6.3.5.2.4 *Sonadia Island*

Sonadia Island is a beautiful island in Kutubjom Union of Cox's Bazar district. There are sea beaches on the sides of the island. Locally, it is familiar with the name of Sonadia Char. Sonadia Island is surrounded by the sea beach on the three sides. On the other hand, the natural small trees, canals and different types of birds and sea-animals have made the place unique and attractive. In addition, the island is called the heaven of birds.

6.3.5.3 World Largest Mangrove Forest

The mangrove forest is generally described as various types of small and medium trees, particularly in coastal saline or brackish water. The largest mangrove forest in the world is the Sundarbans. The total area amounts to almost 10,000 square kilometer. It is also situated on the banks of the Ganges, Brahmaputra and Meghna Rivers in the Bay of Bengal. The Bangladesh part of the area is 6,017 square kilometer. Sundri and Gewa are the most abundant trees. At the same time, it is the birthplace of the Royal Tigers of Bengal. For its extraordinary characteristics, UNESCO has inscribed as World Heritage Site in 1997. This place is now very popular for ecotourism.

Figure 6. 6 Sundarbans

Deer in Sundarbans, **Source:** www.travelmate.com.bd

6.3.5.4 Scope of Nature-based Tourism for Muslims

Above the last decade, travelers have becoming increasingly interested in diversifying niche-tourism markets characterized by natural environments, culture and adventure. For this new segment, wilderness setting, wildlife viewing and hiking opportunities are becoming particularly appealing to a wider segment of the tourism and travel industry (Sweeting et al., 1999). In response to this rapid expansion, many countries have realized that sound environmental practices governing tourism activities in sensitive environmental areas should constitute a key position within sustainable economic strategies (Awazi, 2002; Weaver, 1998). At the same time, with the increasing visitor numbers, the forms of nature-based tourism have diversified (Urry, 1990; Poon, 1993) and caused an ongoing discussion amongst researchers on its definition (Mehmetoglu, 2007). Laarman and Durst (1987) apply nature-based tourism as tourism activities that involve education, recreation and adventure. Nature-based tourism, including bird watching, stargazing, biking, scuba diving, fishing, camping , hiking, and more, is a broad term for a variety of different tourism activities. It also involves travel to national parks and wilderness areas, to developing countries where much of the

biodiversity of the planet is concentrated (Olson et al., 2001; WWF, 2001; Christ, Hillel, Matus & Sweeting, 2003).

A rapidly growing field in the tourism travel sector is nature-based tourism (NBT), also known as ecotourism or nature tourism, described as travel to allow the enjoyment of undeveloped natural areas (Luzar et al., 1995; Goodwin, 1996). In protected areas, which attract significant numbers of tourists, most nature-based tourism destinations are situated (Eagles et al., 2002, ICEM, 2003, Spenceley et al., 2015). International tourists tend to be more interested in nature-based activities in relation to general tourism activities: about 51 percent of surveyed foreign tourists visiting the Association of Southeast Asian Nations (ASEAN) chose nature-based adventure tourism (ASEAN Secretariat, 2016).

Bangladesh is country of natural beauties. This country is famous for its natural beauty and tropical weather that attract tourists from other countries (Ali & Parvin, 2010). There are various natural resources are available in our country like sea beaches, hill tricks, mangrove forest, rivers, lakes, Island, tea granary etc. which draw the attraction of tourists. Tourists come to visit to watch these natural resources. These natural resources attract true lover of nature from all over the world.

6.3.5.5 Opportunity for Niche Tourism

When many Egyptians are worried about how the rise of Islamists will affect tourism, but others in the field hope that what is becoming widely known as "Halal-friendly" tourism can help the industry recover from the recent downturn with the opportunity of a niche market (EIMeshad, 2012). Halal tourism is a growing segment that represents a potentially attractive niche (Vargas & Moral, 2019). As Muslim travelers are overwhelmingly familiar with the Halal products and services, Halal tourism development in many destinations could be of great interest to many niche tourist marketers. Realizing the prospects for Halal tourism development in many Muslim as well as non-Muslim countries, private organizations and entrepreneurs are targeting different niche market segments of Halal tourism. Like many other Muslim and non-Muslim countries Bangladesh has the opportunity to develop Halal tourism segment as a niche market.

6.3.5.6 Host Country of Many Sports Events

Sport appeals to any civilized human being as the world's greatest social phenomenon (McPherson, Curtis & Loy, 1989). At the same time, technological advancements in tourism

have enabled individuals to travel outside the realm of their homes to pursue sporting pleasures (Gibson, 1998). A revolution in tourism marketing strategies in many developed countries worldwide has resulted from this modern lifestyle pattern (Neirotti, 2003). The activities of sports tourism have had a significant economic impact on the tourism industry (Kurtzman & Zauhar, 2003). Promise events like the Olympics, Football World Cup, Cricket World Cup, Asia Cup, and Asian Games are important events for tourism, bringing millions of tourists to the country. Catering to major sports events will require the event venue to be able to provide the Halal services to pull the Muslim tourists from the Islamic world. We have Bangabandhu National Stadium also known as Dhaka Stadium, Sher-e-Bangla National Cricket Stadium also called Mirpur Stadium, Maulana Bhasani Hockey Stadium, Sheikh Hasina International Cricket Stadium (under construction) and many other amazing sport grounds. There are many other remarkable places in our country which can provide Halal facilities for Muslim tourists. Currently Bangladesh is one of the host countries of many sports events especially in cricket.

6.4 Barriers for Halal Tourism Development in Bangladesh

Though there is a great potentiality to develop Halal tourism in Bangladesh but there are some barriers which can hinder this development. These include diverse understanding on Halal tourism, absence of promoting Halal food and beverage, security concerns, not providing proper prayer facilities, improper dress code, problem at proper accommodation, free mixing, conventional airlines/transportation, common tour packages and entertainment, insufficient budget for tourism, no Halal certification authority, poor infrastructure, shortage of tourism infrastructure development fund, absence of e-visa for tourists, no proper identification of Halal food outlets, lack of market information, lacking of the coordination with other ministries, inadequate conservation of Islamic heritages, absence of training institution related to tourism, seasonal tourism, lack of specialized national entity, inefficient human resources, lack of logistic support, not highlighting Islamic heritages, the problem of traffic jam, insufficient role of BPC and BTB, misconception or lack of Halal tourism knowledge and some others. These factors have been discussed in the following sections.

6.4.1 Shortage of Knowledge

Adequate knowledge about the concept is the precondition of any kind of practical development for any new idea. The existing diversified knowledge regarding Halal tourism

among the stakeholders of our country is a great obstacle to develop this concept in our country.

6.4.1.1 Diverse Understanding on Halal Tourism

The diversity of Halal's definition continues to divide the worldwide Islamic tourism industry. In addition to religious understandings, levels of income, level of knowledge of Halal issues, location, and culture have some impact on Muslim tourists' understanding of Islamic tourism. These variables fully form their perceptions with regard to Islamic tourism products and services. In such manner, to concoct a further nitty gritty and standard assortment of approaches and guidelines that could cause the improvement of the Islamic travel industry, national policy makers need to consider every one of these perspectives. The Halal tourism sector is also divided by the diversity of Bangladesh's perception of Halal. Apart from religious understandings, levels of income, level of knowledge of Halal issues, location, and culture have some effect on Muslim travelers' understanding of Halal tourism. These variables fully form their standards for the products and services of Halal tourism.

6.4.1.2 Misconception or Lack of Halal Tourism Knowledge

Tourism related organizations have lacked of knowledge on Halal tourism. Some organizations consider that Halal tourism means ensuring Halal food in and restaurants only. Some of these consider Halal tourism as only providing the ritual facilities. So these type of misconception of lack of knowledge hampers the development of Halal tourism in our country.

6.4.1.3 Lack of Market Information

There is a lack of information about the potential tourists, their demand and other related information to our concerned authorities. So, without adequate useful information, it is difficult to evaluate the prospective number of tourist and their demand. Among many Muslim countries Malaysia and Indonesia are much more attentive in this regard and they receive most of the Muslim tourists from the whole world. It is a great sorrow for us that our government tourism institutions are lack behind in case of tourist arrival data, market structure, market trends and so on. Not particularly for Halal tourism rather for tourism development these market information is very much necessary for us because we have to develop our products and service as per market needs and demands.

6.4.1.4 Inadequate Knowledge Regarding Environmental Friendly Behavior

Moreover, most of the tourists from the local do not have adequate knowledge regarding environmental friendly behavior. There is no singular instruction given to the tourists for acceptable behavior inside the destination. Sometimes tourists are involved in such types of activities which are harmful to the environment.

6.4.1.5 Lack of Knowledge and Awareness

One of the phenomenon that emerges from the growth of the Halal industry is Halal tourism (Samori et al., 2016). It is important to increase understanding and awareness of Halal products and services, one of which is Halal tourism as a new phenomenon. Knowledge of the definition of Halal tourism is for the Muslim host community as well as sector leadership practitioners to grow Halal tourism in our region. In our local Muslim host community and management practitioners there is lack of fundamental knowledge and awareness about Halal tourism.

6.4.1.6 Absence of Educational Institutions

Lack of educational institutions regarding Halal tourism perspective is one of the important barriers to the development of Halal tourism. Like many other Muslim countries Bangladesh did not take any action to include this subject matter in its educational curriculum. Though in some university level the *Tourism and Hospitality Management* subject is available but it did not consider the issue of Halal tourism development in Bangladesh rather they provide knowledge about conventional tourism. Some of the tourism expert talked about this matter.

6.4.1.7 Shortage of Expertise Knowledge

The concept of Halal tourism is contemporarily new issue in the field of tourism. Halal tourism expert means who have the knowledge and expertise in Islamic Sharia or Halal tourism. Though many Muslim and non-Muslim countries are developing day by day with Halal tourism development but Bangladesh is in the introductory level due to the shortage of expertise knowledge regarding Halal tourism.

6.4.1.8 Absence of Sustainability Concept

The idea of sustainability is not practiced well in our tourism sector. Like many other tourism segments the Halal tourism development also require sustainability concept in case of natural beauty areas, sea-beaches, Islamic heritage sites and so on. In many tourism protected areas

of Bangladesh some wealthy and elite people are violating the existing law by constructing luxury house, hotels and restaurants.

6.4.2 Poor Promotion

Nowadays promotion is the pillar for developing any service oriented industry like Halal tourism. But the promotional activities of Bangladesh tourism authority is very poor. This section is about that.

6.4.2.1 Absence of Promoting Halal Food and Beverage

Bangladesh as a Muslim country provides foods and beverages most of which are Halal in general due to Muslim's common values and norms. As foods and beverages are considered as important element of tourism, Muslim tourists are not exception from this. The major difference between Muslim and non-Muslim tourists are issue of Halal assurance of the same. The Muslim tourists prefer the Halal one. Many of the Muslim countries have successfully promoting their tourism by focusing the aspect of Halal assurance of their food and beverage for tourists in order to attract Muslim tourists from different countries of the world. In this present study, it was attempted to know the views of some selected Muslim tourists and it was evident from their opinions that they got Halal foods and beverages in most cases but the same was not focused in any way in the promotional activities of the destination marketers of Bangladesh tourism. So, the problem does not lie in providing Halal food and beverage, rather it's a problem of proper promotional activities.

6.4.2.2 Not Highlighting Islamic Heritages

Most of the Islamic tourism dominated countries adopt modern and suitable marketing strategy for highlighting their Islamic heritages. They also focus their Islamic heritage sites to the Muslim tourists as well as non-Muslim tourists covering the whole world. Though we have many Islamic heritage sites and monuments but we are lack behind to highlight these in front of the tourists.

6.4.2.3 Lack of Promotion

Without an effective strategy of advertising, marketing and public relations, the success of the tourism industry, whether traditional tourism or Halal tourism, cannot be anticipated. Bangladesh lacks professional manpower and technological experience in the formulation of advertising, publicity and public relations policy guidelines. To promote tourism spots to people inside and outside the world, creative ideas are required. The Bangladesh Parjatan Corporation website is not well established with adequate details, such as images of

renowned locations, accommodation facilities, modes of transport, distances from the capital, etc.

6.4.2.4 Shortage of Promotional Funds

With comparing some of our neighboring countries and OIC countries we allocate very small amount of budget to promote our whole tourism sector. But promotion is the main pillar for developing such kind of service industry. Muslim as well as non-Muslim countries from all over the world are promoting their tourists attractions and offered facilities to the tourists in every possible ways as the allocate sufficient promotional funds to promote their industry. Some practitioners claimed that due to the lack of fund we cannot promote our tourists attractions and offered facilities for them as like India, Malaysia or Turkey do both in online and offline.

6.4.3 Concerning Issues to the Tourists

Not only has the development of Halal tourism rather any form of tourism development totally depended on the tourist's loyalty and satisfaction to the tourist destinations and services.

6.4.3.1 Security Concerns

Any tourist whether Muslim or non-Muslim wants to make tour safe. One tourist may have a good amount of money and other expensive gazed. Security and safety is big issue for us in a whole country. Last few years our security and safety was so bad for the political and social disturbance. It create a bad impact on our tourism industry. Our tourist and local hotel authority have faced a lot of problems. If we will do not provide it properly they do not feel secure and if they do not feel secure they never come here for recreation. It also create a bad imprison about our country and our service sector. So for our life and for our economy we need to solve this problem. Traveling to a few countries at times could pose a possible security risk for visitors. Several governments have provided travel advice asking their people not to travel unless it is absolutely necessary. Most Muslim visitors travel with their families and usually want more family-friendly activities such as shopping, sightseeing, theme parks, nature reserves or museums. Bangladesh ranked 105th among 140 countries in safety and security issue (WEF_TTCR, 2019). Mainly the Muslim tourists from non-Muslim countries had high confusion whether Bangladesh is appropriate as a tourist destination.

6.4.3.2 Not Providing Proper Prayer Facilities

In most of the destinations and sites of our country the prayer facilities are available but it is not sufficient. There are absence of washed mats, Qibla direction, proper wudhu facility, prayer time announcement etc. Some Muslim tourists claimed that the prayer mats in the Mosque is too much dirty and emphasized to wash the prayer mats regularly. Some of them said about to ensure the proper wudhu facility in the Mosque. Many of the foreign Muslim tourists were talked about the absence of Qibla indicator and it creates problem for them as they travelled from country to country. In reality, there is no Qibla direction in the praying place of our destinations and sites.

6.4.3.3 Conventional Airlines/Transportation

Many Halal tourism practices countries provide Halal transportation or commonly known as Halal airlines to Muslims tourists to attract tourist from all over the world especially from the Muslim world. They provide Muslim friendly services like Halal food, fruit juices in replace of alcohol, separating the passengers as per gender and so on. The most annoying matter of the Muslim tourists is to get services from the women air hostess who dressed up is not in an Islamic manner as some of the foreign Muslim tourists said. Some Muslim tourists said about the separation of air flight from the usual air flight in the time of *Biswa Ijtema* in every year. In case of local transportation service for tourists in Bangladesh, almost every tourist expressed their dissatisfaction because of poor road, vehicles as well as signal system. Moreover, they claimed that heavy traffic jam created problems them to move them one easily and timely. They also exposed that inside condition of public transportation were not satisfactory at all.

6.4.3.4 Common Tour Packages and Entertainment

The content of the Halal tour packages must be based on Islamic principles. It should include visits to the Islamic monuments, heritage sites, remarkable mosques, promote event during the month of Ramadan and visitation to the local Muslim communities and mosques. It was found that many tour operator of our country arranged many entertainment and enjoyment programs like song, drama, adult jokes etc. for the tourists but most of these programs break the Islamic Shariah law.

6.4.3.5 Lacking Information for the Tourists

There is no enough information for the tourists inside the Islamic heritage sites destination. Most of the tourists are first-time visitors. They do not have details about the site and its available resources. Tourists become confused to where they will move, what they will enjoy, and what roles they will play inside the sites.

6.4.3.6 Lack of Skilled Muslim Tourist Guide

A tourist guide is described by the World Federation of Tourist Guide Associations (2005) as a person who guides visitors in the language of their choice and interprets an area's cultural and natural heritage. Ap and Wong (2000) highlight that tourist guides are an important part of the host destination's interface with tourists because front-line staff are very responsible for the overall perception and satisfaction of a destination's tour services. As unofficial ambassadors of the host country, positive personal, ethical and moral characteristics, including honesty, modesty, humility and trustworthiness, are fundamental prerequisites for tourist guides. Intellectual attributes such as thorough knowledge and a clear understanding of the subject matter, good analytical skills, a comparative perspective of historical cultural sites, and a dedication to continuing learning and personal enrichment are equally significant. In addition, the capacity to interact and present facts in the language of the guest, the ability to lead and coordinate groups, proper posture and eye contact, and the ability to tell stories are important professional qualities (Hettiarachchi, 2011). In this perspective, Bangladesh has lack of skilled Muslim tourist guide to serve the Muslim tourists from all over the world especially for the women Muslim tourists as they require Muslim women tourist guide.

6.4.3.7 Problem at Proper Accommodation

Accommodation, transportation and public services are the forms of infrastructure which are essential in order to ensure the tourism development (Williams, 1998). Accommodation development should also be ensured in accordance with the diversified tourist demand. Water supply, sanitation, electricity, health services are essential underpinnings for tourism development as public utilities (Williams, 1998). Though the accommodation facility is good enough for the tourists in our country but the existing problem for the Muslim tourists at staying in the hotel where the Islamic Shariah is not practiced is a big issue for them. The majority tourists especially Middle-East claimed that accommodation was not appropriate for tourists. They said that there were lacks standard accommodation facilities for tourists in Bangladesh. Some of the tourists talk about the accommodation problem like allowing male

and female guests in the same floor, allowing bachelor and married couple in the same floor and so on.

6.4.3.8 Inadequate Infrastructure

As the tourists need access to transport infrastructure, the local road and the rail transportation development should allow the tourists to gain good movement within the tourism destination (Khadaroo & Seetanath, 2007). Accommodation, transportation and public services are the forms of infrastructure which are essential in order to ensure the tourism development (Williams, 1998). Water supply, sanitation, electricity, health services are essential underpinnings for tourism development as public utilities (Williams, 1998). In a recent study released by the World Economic Forum, entitled *Travel and Tourism Competitiveness Study 2019*, the sad state of our tourism sector was exposed once again. Bangladesh ranked 133rd in tourism service infrastructure among 140 countries. Bangladesh secured the lowest position among South Asian countries, while neighbors such as Sri Lanka , India, Pakistan and Nepal secured 92nd, 109th, 112th and 126th positions, respectively (WEF_TTCR, 2019). The infrastructure facilities in Bangladesh are not sufficient for the tourism industry. The infrastructure, such as accommodation facilities, is not adequate at various tourist destinations in Bangladesh. Some hotels are extremely costly and are not accessible and some are in bad condition for average domestic and foreign visitors. The connection of transport to various tourist spots by road, rail, air and water is not effective.

6.4.3.9 No Proper Identification of Halal Food Outlets

A number of OIC member states including Bangladesh have not developed a comprehensive identification process which could correctly inform tourist that the food offered at a particularly dining establishment is Halal. Though all of the foods and drinks are Halal almost but the identification is necessary to attract the tourists from abroad.

6.4.3.10 Absence of Halal Tourism App

Muslim countries and even some non-Muslim countries like Thailand have developed Halal tourism mobile app to guide and instruct their tourists with detailed available services information including all of their destinations and sites. We could not provide such kind of digital information platform for the tourists those are mainly from the abroad.

6.4.3.11 Inefficient Human Resources

In Bangladesh there is lack of awareness regarding the tourism industry. That is why skilled people are unwilling to join tourism industry. Sometimes the salary packages are not that much attractive to pull people from better background. Though there is a huge number of human capital in our country but they are not well efficient and trained in the tourism sector and especially in the Halal tourism sector, so it is grate barrier for the development of Halal tourism in Bangladesh.

6.4.3.12 Deficient Parking Facility

Some of the local Muslim tourists come with their personal vehicles like cycle, motor bike, and car. But there is no specific area for parking tourists' vehicles in various destinations in our country. Tourists move inside the destination along with their vehicles, which create disturbance for them and other tourists also.

6.4.4 Halal Tourism Policy Perspective

When our neighboring Muslim countries like Malaysia, Indonesia and many others are developing day by day with their consistent Halal tourism policies and techniques then we are in behind. This segment is designed to highlight this issue.

6.4.4.1 No Halal Certification Authority

In order to guarantee Halal food, certification is important as it is endorsed by an authorized institution and becomes an official acknowledgment that a commodity is authorized under Islamic law. Without any suspicion or uncertainty in the purchase of goods and services, this certificate will help customers gain assurance (Eddahar, 2016), in particular to ensure that food does not contain non-Halal essence and that animals served are slaughtered in compliance with Sharia law (Battour, Ismail & Battor, 2010). Halal certification is an integral part of the promotion of Halal tourism for any country. About all of the OIC member countries developed a Halal certification authority to develop Halal tourism. Many Muslim tourists from the non-Muslim countries were confused to take meal because they are used to Halal certification meal in their home country. So it creates a problem in our tourism destination's hotels and restaurants. Some hotel managers said about the Halal certification issue in Bangladesh.

6.4.4.2 Improper Dress Code

We know Islam provides dress code for the Muslims both for male and female. Many of the tourists talked about the dress code of the other tourists as well as the management practitioners. In the current study, it was found that the Muslim tourists were annoyed at the unlawful dress code of the residential hotel receptionists and the others guests also. Short dresses of female tourists disturbed the Muslim tourists in the sea beach.

6.4.4.3 Lack of Specialized National Entity

In general, policymakers have yet to pay due attention to this niche market in the majority of OIC member countries. Many OIC member countries have therefore not yet set up specialized national entities / bodies to establish policies and regulate the sector. Only a few OIC member countries, such as Malaysia, Indonesia and the UAE, have a national tourism body that focuses on aspects of policy and regulatory growth in order to emerge as an attractive destination, particularly for tourists interested in Islamic tourism products and services. In this context, efforts at the level of national and OIC cooperation should be made to establish suitable policies, strategies and regulatory structures for the development of Islamic tourism.

6.4.4.4 Free Mixing

In any destination of our country the tourism marketer has to control the issue of modern free mixing to develop Halal tourism as it is a Shariah instruction. Muslim tourists from home and abroad will not consistent with free mixing as it is prohibited in Islamic manner. But most of the tourism destinations and sites of our country are not free from free mixing as the Muslim tourists claimed. Even the Islamic heritage sites are not out of it. Basically, many youth boys and girls were gossiping in the destination places that were indicated by the Muslim tourists.

6.4.4.5 Absence of Proper Monitoring and Control

Because of the absence of proper monitoring and control, many government tourism projects are not completed within the stipulated time frame. Government departments under the concerned Ministries are developing infrastructure facilities in some destinations and Islamic heritage sites, but completion of such projects requires long periods of time in Bangladesh. So the failure of proper monitoring and control in project planning and implementation hamper the development of tourism sector.

6.4.4.6 Lack of Consistent Halal Tourism Strategies and Policies

Tourism policies provide the overall path for the growth of tourism in a country (Goeldner & Ritchie, 2009). The 'National Tourism Act 2010' has been reformulated by the Bangladesh government with some major changes based on the previous 1992 policy to make the policy successful and create enormous employment opportunities in this field, which ultimately targets the country's socio-economic growth, especially the rural economy (GoB, 2010). A detailed strategic action plan is defined in this new policy. The key objectives are to develop eleven unique areas that include sea beach development, ecotourism in the mangrove forests of Sundarbans, archaeological and historical sites, riverine and local tourism, religious sites, cultural tourism, local tourism, young professionals, tourism centered on community or region, sports and heritage. While there are religious spots here, there is no clear strategy and policy for the growth of Halal tourism in Bangladesh, such as Malaysia, Indonesia and many other Muslim nations.

6.4.4.7 Over Dependence on Government

Over dependence on government is a barrier for Halal tourism development in Bangladesh also. Many private tourism organizations and NGOs feel that government has the core responsibility for developing tourism. They expect that government will ensure infrastructure development, maintaining relationship with other tourism-related organizations, promoting Halal tourism to the world and so on.

6.4.4.8 No Control over Tour Operators

As the Halal tourism concept is different from conventional tourism business so the tour operators have to provide extra care regarding the practices Halal tourism toward the Muslim tourists from home and abroad. Here the problem is that the government has no control over the tour operators businesses in our country and in some cases they have not yet get license from government.

6.4.4.9 Lack of Foreign Direct Investment (FDI)

In terms of infrastructure, expertise and access to the global market and distribution chains, the tourism industry is relatively capital-intensive, so Dieke (2000) argues that developing countries lacking capital and access to international marketing networks would attempt to accumulate foreign direct investment to compensate for their disadvantages. In the tourism industry, FDI is mainly related to the location advantage, whereby the provision of facilities

on site is part of the business of the company (Markusen, 1995). Higher demand for hotels and other tourist infrastructure is created by the growth of tourists to a particular destination, requiring more investment from the MNEs (Tang et al., 2007). Endo (2005) refers to the fact that tourism FDI may occur differently from other sectors because the relationship between FDI and tourism in China has often been examined by a separation of ownership and control (Tang et al., 2007) and found that FDI is a major contributor to the expansion of tourism in China. Sandford and Dong (2000) also see a good relationship with similar consequences between FDI and tourism in the USA. There is a significant difference in FDI in the tourism sector compared to other sectors in Bangladesh.

6.4.4.10 Unplanned Tourism Development

Apart from the tourist sites and attractions, numerous unplanned growth affects the physical setting of the destinations. The natural scenic beauty of the sites is ruined by it. For example, the construction of many unplanned commercial establishments such as hotels, motels and shopping centers at Cox's bazaar sea beach and Saint Martin Islands disturbs the visitors and also spoils the environment. A common issue in the country is the absence of a Master Plan with a comprehensive land use plan for each urban or rural population. The growth of tourism involves a vast development of infrastructure that cannot be assured without proposals for physical development.

6.4.4.11 Increasing Competition

Day after day, competition for Halal tourism is rising not only from Muslim countries, but also from non-Muslim countries. For non-OIC countries that are keenly targeting Muslim visitors, Singapore, Japan and South Korea are some examples. Furthermore, Australia and Thailand are both trying to lure Muslim travelers. To encourage Muslim inbound travel, several countries are lifting visa requirements. For tourists originating from Malaysia and Indonesia, both Japan and South Korea have relaxed travel criteria.

6.4.4.12 The Issue of Islamophobia

The Issue of Islamophobia Driven Negative Sentiments towards Muslim and Islamic Countries. In some parts of the world, there have been continued hate crimes towards Muslims and Islamic countries due to Islamophobia. Since the occurrence of September assault in 2001, the implication of Islam fear has arisen through the Western media and

causes a social pressure and misjudging about Islam. The recent terrorist attack in Paris has resulted a negative sentiment against Muslims and Islamic countries.

6.4.5 Deficiency from Authority

Insufficient budget for tourism, shortage of tourism infrastructure development fund, absence of e-visa for tourists, inadequate conservation of Islamic heritages, absence of training institution related to tourism, insufficient role of BPC and BTB, lack of commitment from government, lack of tourism investment, tourism development in selected areas, lack of logistic support, inadequate Islamic financial support and low air connectivity are the major deficiency from the authority found from the respondents are discussed in the following:

6.4.5.1 Insufficient Budget for Tourism

Bangladesh is a developing country. Our tourism is a rising sector. In the budget of 2020-21 financial year government provide a good amount of money. In the budget proposed for the 2020-21 fiscal year for the Ministry of Civil Aviation and Tourism, an allocation of Taka 3,688 crore was made to create a world-class aviation system as well as to transform the tourism industry into an established and modern economic sector (National Budget, 2020-21). But is not sufficient for us. We have not well structure in our tourism area. In case of Halal tourism development Bangladesh has no budget until now like Malaysia, Indonesia and many Middle East countries.

6.4.5.2 Shortage of Tourism Infrastructure Development Fund

The Islamic tourism industry has suffered from a shortage of investment funds. This state of affairs stems first from the reluctance of investors in the emerging industry as they fear that there will be a loss of revenue, especially in food and beverages, and secondly due to the under-supply of non-real estate projects with sharia-compliant funding (Thomson and Reuters, 2016). Moreover, scarce resources are also a challenge for the Halal certification and standardization bodies, as well as for specialized public bodies for the growth of Islamic tourism. Policymakers need to build and devote funds to the creation of Islamic tourism infrastructure to address this impediment.

6.4.5.3 Absence of E-visa for Tourists

For the growth of international tourism, visa facilitation is most important. There is ample global evidence that changes in visa policies and processes in many countries / regions have contributed to a rise in tourism (UNWTO & WTTC, 2014). E-visa is an electronic visa

abbreviation. An electronic visa can refer to the process of applying for a visa, or even the visa itself. In most cases, the procedure for applying for an electronic visa can be completed electronically, instead of having to appear at the consulate of a foreign country or submit documents by mail. In other instances, it is likely that a visa could be a passport that can provide valuable information about a traveler, maybe with a magnetic stripe. While many Muslim countries like Malaysia, Turkey, Egypt, Saudi Arabia, Qatar, Kuwait, Oman etc. attract tourists from all over the world by offering e-visa for them but Bangladesh still in behind to attract tourists because of absence of e-visa for the tourists. In our country regarding visa problems, progress has been made with the introduction of visa on arrival for business visitors, but this benefit has not yet been extended to most tourists.

6.4.5.4 Inadequate Conservation of Islamic Heritages

Due to the lack of conservation the tourism sites are degrading day by day. These includes Islamic heritage sites, historical sites, archaeological sites, cultural sites, natural beauties, sea beaches and so on. Not only for Halal tourism development but also the whole tourism industry development depends on the conservation of these sites. Bangladesh's tourist potentiality as a tourist destination depends on these tourism destinations.

6.4.5.5 Absence of Training Institution Related to Tourism

Lack of effective and efficient training institution is another problem against fostering Halal tourism in Bangladesh. Sometimes Bangladesh Parjatan Corporation and other training institution organize some training program and seminar program in Dhaka. District wise training programs are very limited in number. So it hinders the tourism development in Bangladesh.

6.4.5.6 Insufficient Role of BPC and BTB

BPC and BTB are the two organizations under the Ministry of Civil Aviation and Tourism. These two organizations are responsible to promote travel industry in Bangladesh as well as to provide services and facilities to the national and international tourists. Bangladesh is wealthy in cultural and natural attractions those are significant elements for the advancement of the travel industry areas. Yet, there are some serious issues or obstructions that are experienced by tourists. These problems include lack of proper transportation and communication structure, lack of carefully planned accommodation facilities, poor food facilities, absence of entertainments and other facilities to please sundry tourists (Rahman,

Hossain, Miti & Kalam, 2010). Moreover, Rahman et al. (2010) demanded that the issue of safety and security for tourists should be taken in the consideration by the authorities of BPC and BTB.

Though BPC and BTB are implementing multi-various development programs in order to increase the tourism industry's contribution to the economy of Bangladesh and to promote Bangladesh's tourism prospects in abroad but these are not sufficient especially for the development of Halal tourism in our country.

6.4.5.7 Lack of Commitment from Government

The government of Bangladesh is committed to develop its conventional tourism somewhat but for the development of Halal tourism there is a lack of commitment from the government. Though the current Prime Minister of Bangladesh emphasized on the development of Halal tourism during the last year OIC tourism ministers' conference in Dhaka but in practical the BPC and BTB did not take any necessary action to develop Halal tourism in our country.

6.4.5.8 Lack of Tourism Investment

Though investment in services in developed countries is a well-established economic operation, it is still lagging behind in developing countries like Bangladesh. Investment in a service-oriented industry, especially tourism, is often seen as a high-risk challenge in developing countries. It is therefore very difficult for many developing countries, such as Bangladesh, to gain access to fair financing for the development of Halal tourism, even though they may have Halal tourism potential. Bangladesh has a lack of investment in the field of tourism compared to other service sectors.

6.4.5.9 Tourism Development in Selected Areas

A significant gap is evident between the tourism master plan and its implementation. However, potential and new tourist destinations have not been explored in different regions of the country. The roles of the NTO, related government Ministries and the private tourism organisations are ineffective in exploring new tourism destinations in the country. Tourism in Bangladesh has been concentrated only in limited areas. These include the Sea Beach Cox's Bazar, Kuakata and mangrove forest of Sundarbans.

6.4.5.10 Lack of Logistic Support

To run the tourism businesses there is a significant need for having the logistic support. A tour operator sometimes cannot have full logistic support and thus they need to outsource it. This leads them to incur more expenses. It is very much difficult to outsource the logistics during the peak seasons. Thus this is a great threat for the tour operators to run Halal tourism activities.

6.4.5.11 Inadequate Islamic Financial Support

Insufficient Islamic financial support to the various service providers including all types of small businessmen is one of the barriers to the Halal tourism development in our country. The financial support is available for many other sectors while in case of tourism it is relatively very deficient. Some management practitioners especially small business entrepreneur emphasized on interest free loan for providing goods and services to the tourists in the destination area. It was found that some of the businesspeople who supply goods and services to the tourists claimed that many other sectors of our economy get interest free loan but this potential sector is out of interest free loan.

6.4.5.12 Low Air Connectivity

Bangladesh are not on major airline routes to major cities of the world. From many of the countries and cities from all over the world have to connect Bangladesh by two or more flights. It hampers the development not only the Halal tourism segment but also the tourism sector as a whole.

6.4.6 Gap in Coordination

The coordination or cooperation among the tourism stakeholders are vital for developing the Halal tourism sector in Bangladesh. The present relationships among the stakeholders are discussed in the following section:

6.4.6.1 Lack of Coordination among Tourism Organizations

Lack of coordination among tourism organizations is common in Bangladesh. Even the existing organizations don't know about each other actions. There are many private tourism organizations in our country who have smallest amount knowledge of the tourism development plans and programs undertaken by the NTO, MOCAT or BPC. There is also a lack of coordination among the MOCAT and the other Ministries and government

departments like roads and highway, telecommunication, railway, water transport and local administration. This absence of coordinating among tourism-related organizations has enforced these organizations to work distinctly. Consequently, Halal tourism development as like many other segments of tourism sector in Bangladesh is not taking place in a cohesive and planned manner.

6.4.6.2 Coordination Gap with Private Sector

The two types of sector which are very much related on tourism, one is government sector and other is private sector. Tourism is a differentiated industry, which necessitates cooperation, and very good relationships between public and private sector in order to endure and embellishment. To develop our Halal tourism sector the relations between the two sectors need to be close, continuous and well-adjusted. But it is matter of sorrow that there is a coordination gap with private sector from the public sector.

6.4.6.3 Lacking of the Coordination with Other Ministries

When a tourist wants to visit a destination at first he/she need visa, than he/she need transport to move, than he/she need the accommodation facilities, he/she need security support for move safely and medical support if he/she fill sick. That means there is a lots of part in a travel. All of these work we need the support of different ministries, as example, for visa we need the support of Ministry of Home Affairs, for well transport communication and smooth way we need the help of Ministry of Road Transport and Bridges. That means, a destination need well transport facilities, well security, well environment, well it facilities, continuous power supply and each facilities provided by different ministries. So we need to work together but the reality is we are not doing it. It is big weakness of our tourism. For these reason we cannot provide so much better service as Malaysia, Indonesia, and Turkey and so on.

6.4.6.4 Lack of Cooperation from Local Authority

As per the current responsibility, NTO is responsible for Halal tourism development in Bangladesh. Cooperation from the government organizations is essential for the successful completion of their tasks. NTO can contribute to developing Halal tourism with the cooperation of the related government authority. However, there is lack of cooperation between NTO and various government Ministries and departments. Research participants viewed that lack of cooperation from the local authority is one of the barriers to the

development of Halal tourism. However, various stakeholders are responsible for Halal tourism development. Their united decisions and moral supports is necessary for the smooth development of this sector. They should come forward to develop this lucrative sector of tourism. But there is lack of coordination of activities among various governmental stakeholders. Their stippled decisions and efforts delay the development of Halal tourism.

6.4.6.5 Absence of Knowledge Sharing

Absence of knowledge sharing is another major barrier not only for Halal tourism development but the conventional tourism development in Bangladesh. As tourism related organizations are operating separately, knowledge sharing between them is not taking place. Tourism organizations are mostly unaware of their respective activities. Many respondents including tourist as well as practitioner talked about this matter and they identified it as one of the major barriers in developing the tourism sector of our country.

6.4.6.6 Lack of Unity among the Members of the Organizations

The tourists have more expectations from the management of the various tourism related organizations. The members of the organization have diverged mentality regarding the fulfillment of the tourists' expectations. There is a lack of unity among the members of the organization; and their views are different.

6.4.6.7 Lack of Coordination among Various Stakeholders

Halal tourism development is hindered due to the lack of coordination among various stakeholders. It has become a common phenomenon in Halal tourism development which is created due to absence of network among stakeholders. One of the respondents stated that there are various stakeholders of Halal tourism development. The problems of Halal tourism development cannot be handled by a single hand. All public, private and individual stakeholders should come forward to take part in the development programs of this segment. There is a lack of coordination among the development activities of various tourism development stakeholders.

6.4.6.8 Problem of Bureaucracy

Like any other segment of our country the tourism segment development also face the problem of bureaucracy. For starting any type of tourism businesses its needed permission

from the authority. In case of getting permission the bureaucracy problem affect the Halal tourism development in Bangladesh.

6.4.6.9 Lack of Managerial Efficiency

The lack of managerial efficiency of government as well as the various tourism related private organizations is another obstacle to develop Halal tourism in our country. Our destination areas are not well managed for the international tourists. Sometimes it is very difficult for the visitors to go out in destination areas for the absence of specific road indicator. Many destination areas are unknown to the first time visitors. So simply they make mistakes.

6.4.7 Societal and Environmental Problems

The problems that comes from the society and our geographical environment are also the barriers for developing Halal tourism in Bangladesh.

6.4.7.1 Seasonal Tourism

The tourism of Bangladesh is mostly based on winter season. The maximum portion of the revenue comes from the businesses occurred in the winter season. In other seasons the tour operators hardly have businesses. That is why they have to face financial problems to bear the fixed expenses. To face this problems sometimes they need to restructure their employee lists and many employees are terminated during the off peak seasons. Thus the tour operators cannot maintain a healthy workforce in long run. So the seasonal tourism in our country hinder the whole tourism sector development including Halal tourism development.

6.4.7.2 Travel Agency Fraudulency

A travel agency is a private trader or public service that, on behalf of accommodation or travel suppliers, offers travel and tourism-related services to the general public (Wikipedia, 2020). Outdoor leisure opportunities are offered by travel agents, airlines, car rentals, cruise ships, hotels, railways, travel insurance, package tours, guide books, timetables for public transport, car rental, etc. Many foreign tourists complained about the fraudulences of travel agency regarding the issue of not as per promised. Due to this type of fraudulences of many travel agencies the development of Halal tourism is hampered in our country.

6.4.7.3 Corrupted Officials

Corruption has been intensified among various government and other organizations in Bangladesh. Noble works of the public and private organizations are ruined due to corruption. One of the research participants commented that officials of the tourism development organizations are not fair enough to their respective duties. These dishonest officials of the tourism development organizations insist local people to get involved in unlawful activities with a few amount of money as bribe that hamper the Halal tourism development.

6.4.7.4 Problem of Pickpocketing

Offering service quality to travelers improves their vital encounters, while challenges that they experience during their excursion are probably going to contrarily influence their significant encounters that may hamper the Halal tourism development in Bangladesh. In many tourism destinations of our country the issue of pickpocketing is very concerning matter for us. Evening time is the peak time for pickpocketing in Cox's Bazar area.

6.4.7.5 The Problem of Traffic Jam

In Bangladesh there are some obvious circumstances which affect the tourism businesses a lot. The most concerned issue among them is traffic jam. Traffic jam is a great threat for the tourism industry. Time management is very important to operate a successful tour. In most of the situation the traffic jam is a threat to it. Nowadays it is becoming intolerable. The foreign tourists get disturbed because of huge traffic jam and they do not recommend others to visit Bangladesh. Therefore this has become an important problem to the tour operators for organizing successful tours and they are losing future customers due to that.

6.4.7.6 Careless Behavior of the Local Tourists

Careless behavior of some local tourists has a negative effect for developing Halal tourism in Bangladesh. Muslim tourists have responsibility towards maintaining Islamic rules in every parts of visiting. However, they do not do so. Their careless behaviors create various problems towards other tourists as well as management practitioners in the tourism field.

6.5 Potential Ways to Overcome the Barriers

It is imperative to overcome the barriers found in this study to develop Halal tourism in our country. This section is dedicated to discuss these ways for developing Halal tourism in Bangladesh.

6.5.1 Awareness Programs

The following actions can be taken into consideration to aware the stakeholders in Bangladesh regarding Halal tourism for its development. The related issues are following:

6.5.1.1 Develop Proper Knowledge and Awareness

One of the phenomenon that emerges from the growth of the Halal industry is Halal tourism (Samori et al., 2016). It is important to increase understanding and awareness of Halal products and services, one of which is Halal tourism as a new phenomenon. Knowledge of the definition of Halal tourism is for the Muslim host community as well as sector leadership practitioners to grow Halal tourism in our region. In our local Muslim host community and management practitioners there is lack of fundamental knowledge and awareness about Halal tourism. So the government should take promotional activities to develop proper knowledge and awareness towards Halal tourism in our country.

6.5.1.2 Host Community Awareness and Participation

Community engagement in tourism planning focuses on the decision-making process and the advantages of the growth of tourism (Timothy, 1999; Tosun, 2000). The local community's inclusion in the decision-making process aids the local economy and enhances the appreciation of people for their customary daily life and beliefs (Mitchell & Reid, 2001; Sheldon & Abenoja, 2001). The local community's interest in tourism is a driving force for change and a catalyst for growth. Local communities can provide a broad range of perspectives on tourism development, according to Telfer and Sharpley (Telfer & Sharpley, 2007). Therefore, the production of Halal tourism relies on the local community's involvement and understanding.

6.5.1.3 Muslim Travel Market Research

There is a lack of information due to the scarce research about the potential Muslim tourists, their demand and other related information to our concerned authorities. So, without adequate useful data, it is tough to gauge the prospective number of tourist and their demand. Among

many Muslim countries Malaysia and Indonesia are much more attentive in this regard and they receive most of the Muslim tourists from the whole world.

6.5.1.4 Training Facilities on Halal Tourism

Lacking of effective and efficient training institution is another problem against fostering not only Halal tourism but also the whole tourism sector in Bangladesh. Sometimes Bangladesh Parjatan Corporation and other training institutions organize some training program and seminar program in Dhaka. District or even division wise training programs are very limited in number. So it hinders the Halal tourism development in Bangladesh. In this regard, the concerned institutions should focus for developing the tourism sector in our country with special attention to Halal tourism.

6.5.1.5 Collect Market Information

To develop any kind of tourism there is a need of information about the potential tourists, their demand and other related information to our concerned authorities. So, without adequate useful information, it is difficult to estimate the prospective number of tourist and their demand. Among many Muslim countries Malaysia and Indonesia are much more attentive in this regard and they receive most of the Muslim tourists from the whole world. Necessary information regarding the prospective tourists and their demands should be collected by the institution like BTB or BPC.

6.5.1.6 Hiring of Experts

The concept of Halal tourism is contemporarily new issue in the field of tourism. Halal tourism expert means who have the knowledge and expertise in Islamic Sharia or Halal tourism. Though many Muslim and non-Muslim countries are developing day by day with Halal tourism development but Bangladesh is in the introductory level due to the shortage of expertise knowledge regarding Halal tourism. Some international Halal tourism experts can be hired from Malaysia, Indonesia or any other Muslim countries.

6.5.1.7 Awareness Programs for the Local Tourists

Careless behavior of some local tourists has a negative effect for developing Halal tourism in Bangladesh. Muslim tourists have responsibility towards maintaining Islamic rules in every parts of visiting. However, they do not do so. So various awareness programs can be taken in this regard.

6.5.2 Halal Tourism Policy Perspective

When our neighboring Muslim countries like Malaysia, Indonesia and many others are developing day by day with their consistent Halal tourism policies and techniques then we are in behind. This segment is designed to discuss about how to develop in case of Halal tourism policy perspective in Bangladesh.

6.5.2.1 Halal Certification Authority

Halal certification is an integral part of the promotion of Halal tourism for any country. About all of the OIC member countries developed a Halal certification authority to develop Halal tourism. Many Muslim tourists from the non-Muslim countries were confused to take meal because they are used to Halal certification meal in their home country. So it creates a problem in our tourism destination's hotels and restaurants. Some hotel managers said about the Halal certification issue in Bangladesh. They said there in no Halal certification authority in our country absolutely. They are waiting with eagerness for a Halal certification institution that will help to develop Halal tourism in our country.

6.5.2.2 Consistent Halal Tourism Strategies and Policies

Tourism policies provide the overall path for the growth of tourism in a country (Goeldner & Ritchie, 2009). The 'National Tourism Act 2010' has been reformulated by the Bangladesh government with some major changes based on the previous 1992 policy to make the policy successful and create enormous employment opportunities in this field, which ultimately targets the country's socio-economic growth, especially the rural economy (GoB, 2010). A detailed strategic action plan is defined in this new policy. The key objectives are to develop eleven unique areas that include sea beach development, ecotourism in the mangrove forests of Sundarbans, archaeological and historical sites, riverine and local tourism, religious sites, cultural tourism, local tourism, young professionals, tourism centered on community or region, sports and heritage. While there are religious spots here, there is no clear strategy and policy for the growth of Halal tourism in Bangladesh, such as Malaysia, Indonesia and many other Muslim nations. In this regard, the NTO of our country should take consistent Halal tourism strategies and policies like other Muslim majority countries in the world.

6.5.2.3 Acceptable Dress Code

As Islam provides dress code for the Muslims both for male and female. Many of the tourists talked about the dress code of the other tourists as well as the management practitioners in the

destinations are and sites. It was found that the Muslim tourists were annoyed at the unlawful dress code of the residential hotel receptionists and the others guests also. Short dresses of female tourists disturbed the Muslim tourists in the sea beach. Some of the Muslim tourists recommended to separate the Halal tourism spot from the usual place in the sea beach area. Confirming the acceptable dress code as per Shariah for the tourists as well as the management practitioners is needed to make Bangladesh as Halal tourism hub.

6.5.2.4 Controlling the Free Mixing

In any destination of our country the tourism marketer has to control the issue of modern free mixing to develop Halal tourism as it is a Shariah instruction. Muslim tourists from home and abroad will not consistent with free mixing as it is prohibited in Islamic manner. But most of the tourism destinations and sites of our country are not free from free mixing as the Muslim tourists claimed. Even the Islamic heritage sites are not out of it. Basically, many youth boys and girls were gossiping in the destination places that were indicated by the Muslim tourists. So, the authority should take proper action in this regard to give pleasure to the Muslim tourists.

6.5.2.5 Adequate Foreign Direct Investment (FDI)

In terms of infrastructure, expertise and access to the global market and distribution chains, the tourism industry is relatively capital-intensive, so Dieke (2000) argues that developing countries deficient capital and access to international marketing networks would attempt to hoard foreign direct investment to compensate for their detriments. In the tourism industry, FDI is mainly related to the location advantage, whereby the provision of facilities on site is part of the business of the company (Markusen, 1995). Higher demand for guesthouses and other tourist infrastructure is created by the growth of tourists to a particular destination, requiring more investment from the MNEs (Tang et al., 2007). Endo (2005) refers to the fact that FDI may occur differently in tourism from other sectors, as ownership and control are often segregated. Hey, Tang et al., (2007) investigated the relationship between FDI and China's tourism and found that FDI is a major contributor to China's tourism expansion. Sandford and Dong (2000) also see a good relationship with similar consequences between FDI and tourism in the USA. Comparing with other sector of Bangladesh there is a huge gap in FDI to its tourism sector. So there is a greater need of FDI in the field of tourism sector that should include Halal tourism segment specially.

6.5.2.6 Proper Monitoring and Control

Because of the absence of proper monitoring and control, many government tourism projects are not completed within the stipulated time frame. Government departments under the concerned Ministries are developing infrastructure facilities in some destinations and Islamic heritage sites, but completion of such projects requires long periods of time in Bangladesh. So proper monitoring and control in project planning and implementation is essential development of tourism sector.

6.5.2.7 Monitoring Tour Operators

As the Halal tourism concept is different from conventional tourism business so the tour operators have to provide extra care regarding the practices Halal tourism toward the Muslim tourists from home and abroad. Here the problem is that the government has no control over the tour operators businesses in our country and in some cases they have not yet get license from government. So the tourism ministry should monitor the tour operators properly.

6.5.2.8 Developing Skilled Manpower

Though the people of Bangladesh are skilled in various sectors but they are not good at Halal tourism as it is in an emerging stage. Beside this, in our country there is lack of awareness regarding the tourism industry. That is why skilled people are unwilling to join tourism industry. Sometimes the salary packages are not that much attractive to pull people from better background. Though there is a huge number of human capital in our country but they are not well efficient and trained in the tourism sector and especially in the Halal tourism sector, so it is grate barrier for the development of Halal tourism in Bangladesh. So, for the development of Halal tourism sector of our country it is highly needed to develop skilled manpower in this area through training, lectures, symposium etc.

6.5.2.9 Require a Specialized National Entity

In general, policymakers have yet to pay due attention to this niche market in the majority of OIC member countries. Numerous OIC member states have accordingly not yet set up specific public bodies to set up arrangements and manage the sector. A couple of OIC part states, for example, Malaysia, Indonesia and the UAE, have a public the travel industry body that centers around parts of strategy and administrative development to arise as an appealing objective, especially for travelers keen on Islamic travel industry items and administrations. In this circumstance, efforts at the level of national and OIC cooperation should be made to

establish suitable policies, strategies and governing structures for the growth of Halal tourism.

6.5.2.10 Require Long Term Planning

Long-term planning has both policy and organizational components that are part of the mechanism by which the government decides on targets, sets out the means to achieve the goals, and sets objectives. The long-term overview of general goals, objectives and directions for the sustainable development of Halal tourism requires policy preparation. In order to carry out the strategy, organizational preparation includes the tactics and procedures to be enforced. In order to clearly illustrate the ties between national economic development and the tourism sector, integrated planning also needs accurate and timely information.

6.5.3 Adequate Promotion

The following promotional undertakings can be done to attract Muslim tourists from all over the world:

6.5.3.1 Adequate Publicity of Halal Assurance

Many of the Muslim countries have successfully promoting their tourism by focusing the aspect of Halal assurance of their food and beverage for tourists in order to attract Muslim tourists from different countries of the world. Bangladesh as a Muslim country provides foods and beverages most of which are Halal in general due to Muslim's common values and norms. So, the problem does not lie in providing Halal food and beverage, rather it's a problem of proper promotional activities. It is obvious that Bangladesh destination marketers should have proper promotional initiatives highlighting the assurance of providing Halal foods and beverages for attracting Muslim tourists to our destination.

6.5.3.2 Require Huge Promotion

Without an effective strategy of advertising, marketing and public relations, the success of the tourism industry, whether traditional tourism or Halal tourism, cannot be anticipated. Bangladesh lacks professional manpower and technological experience in the formulation of advertising, publicity and public relations policy guidelines. To promote tourism spots to people inside and outside the world, creative ideas are required. The Bangladesh Parjatan Corporation website is not well established with adequate details, such as images of renowned locations, accommodation facilities, modes of transport, distances from the capital, etc. So the requirement of surplus promotion is essential.

6.5.3.3 Arranging Halal Tourism Fairs

Currently, various organizations also organize tourism fairs in Bangladesh, where outbound tour packages are mainly sold. Sending tourists to other countries from Bangladesh cannot be regarded as the growth of tourism in our region. From the point of view of Bangladesh, these fairs are seller's fairs in essence since the international exhibitors or their corresponding person in Bangladesh sell outbound tour packages and only a few offer domestic tour packages. In order to attract visitors, in particular Muslim tourists, to visit Bangladesh, the relevant authority should organize a tourism fair in foreign countries.

6.5.3.4 Use of IT in Promotion

Recent developments and advancements in IT have had a transformative effect on the tourism industry. In promoting any country's tourism industry, the Internet will play a leading role in facilitating the international exchange of information. The Bangladesh Tourism Authority must take into account the successful use of this technology for the promotion of Halal tourism activities. Although BPC has its own web page, it is worth mentioning here; it should be well built with all the required details.

6.5.3.5 Allocate More Promotional Funds

Bangladesh does not have the amount of potential to compete with the top tourist-generating countries in the world, but it has the ability to compete with SAARC member states or at least some other minor SAARC countries other than India. More promotional steps need to be conducted to compete with these nations. But the amount currently allocated for this reason is not appropriate. Although the country does not have ample financial resources, the promotional budget can easily be increased by up to 4 or 5 percent of its total revenue from this business. In addition, a proposal for the successful use of the advertising budget should be available to the Authority. As a result, it will again aid to rise incomes by drawing more foreign visitors.

6.5.3.6 Highlighting Islamic Heritages

Most of the Islamic tourism dominated countries adopt modern and suitable marketing strategy for highlighting their Islamic heritages. They also focus their Islamic heritage sites to the Muslim tourists as well as non-Muslim tourists covering the whole world. Though we have many Islamic heritage sites and monuments but we are lack behind to highlight these in

front of the tourists. The tourism marketer of our country have to highlight these in front of the Muslim tourists.

6.5.3.7 Promote Coastal Area Tourism and Wild Life Safari

Cox's Bazar's hilly and coastal areas could be undertaken to establish hill-walking, hiking, mountain biking, water-based sports such as para cycling, etc. Local rural festivals and other cultural events, along with visits to tea gardens, temples, Bangladeshi coastal zone tribal group, can charm tourists interested in unique Bangladeshi culture. To draw Muslim tourists as well as non-Muslim tourists interested in wild animals in their natural habitats, a small wildlife safari outside the Royal Bengal tiger security reservoir zone could be launched.

6.5.3.8 Require New Brand Identity

The information recorded from open-ended questions indicates problems that need to be addressed in subsequent marketing plans for destinations, such as restoring a positioning strategy to establish a simple, positive and practical picture of our country as a hub for Halal tourism. In order to maintain the confidence of visitors in the future, a strong brand identity must be expected. More general information on the attribute-based components of the destination image was given in the scale objects. The problems found by the attribute-based products mean that further product development is required. Weak standards and safety perceptions of quality, lodging, sources of knowledge, etc. raise questions that need to be considered in the planning and development of destination tourism areas.

6.5.4 Advanced Facilities to the Tourists

Though Bangladesh provides a wide range of facilities to the tourists but still it is not up to the mark. Beside this Bangladesh tourism stakeholders have to consider to remove the concerning issues for the tourists in every tourism destination including Islamic heritages and sites of our country.

6.5.4.1 Ensuring Security and Safety

Last few years our security and safety was so bad for the political and social disturbance. It create a bad impact on our tourism industry. Our tourist and local hotel authority have faced a lot of problems regarding safety issue. If we will do not provide it properly tourists do not feel secure and if they do not feel secure they never come here for recreation. Larger part of Muslim travelers travel with family and by and large need all the more family-accommodating exercises, for example, shopping, touring, amusement park, and nature

reserve or museum center. Mainly the Muslim tourists from non-Muslim countries had high confusion whether Bangladesh is appropriate as a tourist destination. So the concerned authority should take proper steps to ensure security and safety to the Muslims as well as non-Muslims tourists.

6.5.4.2 Providing Proper Prayer Facilities

Though Bangladesh has so much Mosque here and there, but some of the tourists claimed some of related matters. Some Muslim tourists claimed that the prayer mats in the Mosque is too much dirty and emphasized to wash the prayer mats regularly. Some of them said about to ensure the proper wudhu facility in the Mosque. Many of the foreign Muslim tourists were talked about the absence of Qibla indicator and it creates problem for them as they travelled from country to country. In reality, there is no Qibla direction in the praying place of our destinations and sites. So, the tourism marketer of our country should set up Qibla indicator in various destinations and sites that would help the foreign Muslim tourists to find out the Qibla direction in the destinations places and sites. Furthermore, it is necessary to provide adequate praying facilities for the tourists.

6.5.4.3 Suitable Accommodation

Though the accommodation facility is good enough for the tourists in our country but the existing problem for the Muslim tourists at staying in the hotel where the Islamic Shariah is not practiced is a big issue for them. The majority tourists especially Middle-East claimed that accommodation was not appropriate for them. They said that there were lacks standard accommodation facilities for tourists in Bangladesh. Some of the tourists talk about the accommodation problem like allowing male and female guests in the same floor, allowing bachelor and married couple in the same floor and so on. And they also talked about to solute these problems by separating the male and female guests into different floor, separating bachelor and married couple into different floor and so on.

6.5.4.4 Upgraded Muslim Friendly Airlines/Transportation

Many Halal tourism practices countries provide Halal transportation or commonly known as Halal airlines to Muslims tourists to attract tourist from all over the world especially from the Muslim world. They provide Muslim friendly services like Halal food, fruit juices in replace of alcohol, separating the passengers as per gender and so on. Some Muslim tourists said

about the separation of air flight from the usual air flight in the time of *Biswa Ijtema* in every year. Some of the local Muslim tourists suggested to arrange special transportation for them.

6.5.4.5 Halal Tour Packages and Entertainment

The content of the Halal tour packages must be based on Islamic principles. It should include visits to the Islamic monuments, heritage sites, remarkable mosques, promote event during the month of Ramadan and visitation to the local Muslim communities and mosques. It was found that many tour operator of our country arranged many entertainment and enjoyment programs for the tourists but most of these programs break the Islamic Shariah law. So it is recommended that, the tour packages and entertainment programs for the Muslim tourists should be separated from the common tour packages and programs. And special entertainment facility can be arranged for Muslim tourists only like Quran reciting competition, description of *Seerah*, describing the *Tafseer* and so on.

6.5.4.6 Skilled Muslim Tourist Guide

The World Federation of Tourist Guide Associations (2005) characterizes a tourist guide as an individual who guides guests in their preferred language and deciphers the cultural and natural heritage of a zone. Ap and Wong (2000) highlight that tourist guides are an imperative part of the host destination's interface with tourists because front-line staff are very responsible for the overall perception and satisfaction of a destination's tour services. As unofficial ambassadors of the host country, affirmative personal, ethical and moral appearances, including honesty, modesty, humility and trustworthiness, are fundamental prerequisites for tourist guides. Intellectual attributes such as thorough knowledge and a clear understanding of the subject matter, good analytical skills, a comparative perspective of historical cultural sites, and a dedication to continuing learning and personal enrichment are equally significant. In addition, the capacity to interact and present information in the language of the visitor, the ability to lead and coordinate groups, proper posture and eye contact, and the ability to tell stories are important professional attributes (Hettiarachchi, 2011). In this perspective, Bangladesh has lack of skilled Muslim tourist guide to serve the Muslim tourists from all over the world especially for the women Muslim tourists as they require Muslim women tourist guide. For developing Muslim Tourist Guide whether male or female the concerned authorities should take proper steps like recruiting, training, lectures, symposiums etc.

6.5.4.7 Detail Information for the Tourists

There should enough information for the tourists inside the Islamic heritage sites and various other destinations. Most of the tourists are first-time visitors. They do not have details about the sites and its available resources. Tourists become confused to where they will move, what they will enjoy, and what roles they will play inside the sites. The pros and cons about the Islamic heritage should be presented at the destination or sites.

6.5.4.8 Adequate Parking Facility

Some of the local Muslim tourists come with their personal vehicles like cycle, motor bike, and car. But there is no specific area for parking tourists' vehicles in various destinations in our country. Tourists move inside the destination along with their vehicles, which create disturbance for them and other tourists also. The authority should consider the parking issue for the tourists who came here with their personal vehicle.

6.5.4.9 Developing Halal Tourism App

Muslim countries and even some non-Muslim countries like Thailand have developed Halal tourism mobile app to guide and instruct their tourists with detailed available services information including all of their destinations and sites. We could not provide such kind of digital information platform for the tourists those are mainly from the abroad. We can develop such kind of mobile application covering all the required information for the tourists.

6.5.5 Support from Authority

Sufficient tourism budget, interest free loan, exempting from tax and vat, infrastructure development, preserving the tourism destinations and sites, logistic support, proper role of BPC and BTB, commitment from government, correcting the image of the country , adequate tourism investment, developing in a planned way, tourism infrastructure development fund, exploration of new sites, monitoring travel agencies, focus on tourism innovations, increase air connectivity, developing enclave tourism, sufficient Islamic financial support and easing visa and travel formalities are the mentionable support required from the authority for developing Halal tourism in Bangladesh.

6.5.5.1 Sufficient Tourism Budget

Bangladesh is a developing country. Our tourism is a rising sector. A good amount of money is allocated by the government in the 2020-21 fiscal year budget. In the budget proposed for

the 2020-21 fiscal year for the Ministry of Civil Aviation and Tourism, an allocation of Taka 3,688 crore was made to create a world-class aviation system as well as to transform the tourism industry into an established and modern economic sector (National Budget, 2020-21). But is not sufficient for us. We have not well structure in our tourism area. So for these development we need a good amount of budget. In case of Halal tourism development Bangladesh has no budget until now like Malaysia, Indonesia and many Middle East countries. So the government of Bangladesh should increase the tourism budget for developing Halal tourism.

6.5.5.2 Interest Free Loan

Though the Islamic finance is available in Bangladesh in many sectors but the tourism sector is not considered as a good place for financing. This hinders the Halal tourism development in Bangladesh. Some management practitioners especially small business entrepreneur emphasized on interest free loan for providing goods and services to the tourists in the destination area. It was found that some of the businesspeople who supply goods and services to the tourists claimed that many other sectors of our economy get interest free loan but this potential sector is out of interest free loan. They recommended to include the tourism sector into the interest free loan list for developing the Halal tourism in Bangladesh.

6.5.5.3 Exempting from Tax and VAT

Tourism taxes have previously been defined by the World Tourism Organization (UNWTO) as those taxes that are 'specifically applicable to tourists and the tourism industry or, alternatively, if not specific to the tourism industry, those that are applied differently to rival destinations' (UNWTO, 1998). Nonetheless, almost all goods and services consumed by tourists are also consumed by non-tourists, to at least some degree. As such, it could be argued that the taxable item is not the activity of tourism itself, but rather a roughly related tax base, and that any fiscal measure addressed to the activity of tourism will also very often affect non-tourists (Gago, Labandeira, Picos & Rodriguez, 2009). For the growth of any sector, tax and VAT exemptions are critically important. Tourism is very sensitive to prices, as well as to taxes, which affect pricing. The strongest impact on tourism and prices is the value added tax. High rates of that tax disturb the competitiveness of a certain state that applies the taxes. Solutions should be sought in VAT system in forms of paybacks, exemptions and lower tax rates for a wider range of Halal tourism products and services to develop Halal tourism in Bangladesh.

6.5.5.4 Infrastructure Development

As the tourists need access to transport infrastructure, the local road and the rail transportation development should allow the tourists to gain good movement within the tourism destination (Khadaroo & Seetanath, 2007). Accommodation, transportation and public services are the forms of infrastructure which are essential in order to ensure the tourism development (Williams, 1998). Water supply, sanitation, electricity, health services are essential underpinnings for tourism development as public utilities (Williams, 1998). The infrastructure facilities in Bangladesh are not sufficient for the tourism industry. The infrastructure, such as accommodation facilities, is not adequate at various tourist destinations in Bangladesh. Some hotels are extremely costly and are not accessible and some are in bad condition for average domestic and foreign visitors. The connection of transport to various tourist spots by road, rail, air and water is not effective. In order to grow Halal tourism in Bangladesh, there is a strong need to develop airports, roads and other tourism-related infrastructure.

6.5.5.5 Preserving the Tourism Destinations and Sites

Due to the lack of preservation the tourism sites are degrading day by day. These includes Islamic heritage sites, historical sites, archaeological sites, cultural sites, natural beauties, sea beaches and so on. Not only for Halal tourism development but also the whole tourism industry development depends on the conservation of these sites. The ministry, BPC, BTB and the local community should be careful and be attentive to preserve these. Bangladesh's tourist potentiality as a tourist destination depends on these tourism destinations.

6.5.5.6 Logistic Support

One of the key sources of benefit for service providers in the tourism industry is logistics. Profits can be obtained by continuously improving the logistics management process and correctly preparing, handling, manipulating information and behavior, modifying the tourism process of customers and recognizing the support, promotion and restrictive role played by logistics in tourism activities (Kochadze, Dangadze & Zaqareishvili, 2013). Segetlija and Lamza-Maronic claim that five modules are included in the logistics system for tourist destinations: order fulfillment, inventory control, storage and dispatch, packaging and reorganization and vehicles (Segetlija & Lamza-Maronic, 2000). Mrnjavac and Ivanovic believe that in order to provide high-quality tourism services, tourism logistics refers to the

coordination and optimization of substances, staff, material, energy, waste, knowledge and capital at the lowest possible cost from a time and space perspective (Mrnjavac & Ivanovic, 2007). As the absence of tourism logistics hinder the tourism development so the concerned authorities should take proper actions to develop logistic support for the Halal tourism development.

6.5.5.7 Proper Role of BPC and BTB

Though BPC and BTB are implementing multi-various development programs in order to increase the tourism industry's contribution to the economy of Bangladesh and to promote Bangladesh's tourism prospects in abroad but these are not sufficient especially for the development of Halal tourism in our country. So the authorities of BPC and BTB should increase their proper role to develop Halal tourism in our country.

6.5.5.8 Commitment from Government

The government of Bangladesh is committed to develop its conventional tourism somewhat but for the development of Halal tourism there is a shortage of commitment from the government. Though the current Prime Minister of Bangladesh emphasized on the development of Halal tourism during the last year OIC tourism ministers' conference in Dhaka but in practical the BPC and BTB did not take any necessary action to develop Halal tourism in our country. So the high commitment is required from the government to develop Halal tourism in our country.

6.5.5.9 Correcting the Image of the Country

To draw visitors to that specific destination, the picture of the destination plays a vital role. But because of some foreign and local media, Bangladesh is suffering from the issue of image. Such media highlight Bangladesh negatively, leading to the development of misunderstandings among potential tourists. Subsequently, numerous foreigners do not choose Bangladesh as a tourist destination either on the grounds that they have deficient comprehension of the country and its tourist attractions or in light of the fact that what they have is negative. His or her perceived image is altered whenever anyone visits the country. Bangladesh tourism, therefore, should first emphasize its promotional steps to correct this negative image through the media. But it is not only the problem to be resolved by the Bangladesh Tourism Authority; it needs the initiative of the government as a whole, and there is a major role for the Bangladesh Missions abroad in this regard. As Bangladesh travel

industry has insufficient assets to use to worldwide media for revising this negative picture, it ought to stress on the pieces of literature and to disseminate it to the likely sightseers through various airlines, foreign tour operators and foreign mission abroad and so on.

6.5.5.10 Adequate Tourism Investment

Though investment in services in developed countries is a well-established economic operation, it is still lagging behind in developing countries like Bangladesh. Investment in a service-oriented industry, especially tourism, is often seen as a high-risk challenge in developing countries. It is therefore very difficult for many developing countries, such as Bangladesh, to gain access to fair financing for the development of Halal tourism, even though they may have Halal tourism potential. With comparing to other service sectors Bangladesh has shortage of investment in the field of tourism. So in tourism sector adequate investment is needed. The investment in this sector should be greater than before.

6.5.5.11 Developing in a Planned Way

Apart from the tourist sites and attractions, numerous unplanned growth affects the physical environment of the destinations. The natural scenic beauty of the sites is ruined by it. For example, the construction of many unplanned commercial establishments such as hotels, motels and shopping centers at Cox's bazaar sea beach and Saint Martin Islands disturbs the visitors and also spoils the environment. A common issue in the country is the absence of a Master Plan with a comprehensive land use plan for each urban or rural population. The growth of tourism involves a vast development of infrastructure that cannot be assured without proposals for physical development. So the authority should take development manner in planned way that ensure not only the Halal tourism development but the development of tourism sector as a whole.

6.5.5.12 Tourism Infrastructure Development Fund

The Islamic tourism industry has suffered from a lack of investment funds. This situation stems first from the hesitance of financial backers in the arising business as they dread that there will be a deficiency of income, particularly in food and refreshments, and also because of the under-supply of non-land projects with sharia-consistent subsidizing (Thomson & Reuters, 2016). Moreover, scarce resources are also a challenge for the Halal certification and standardization bodies, as well as for specialized public bodies for the growth of Halal

tourism. Policymakers need to build and devote funds to the creation of Halal tourism infrastructure to address this impediment.

6.5.5.13 Exploration of New Sites

Potential and new tourist destinations have not been explored in different regions of the country. The roles of the NTO, related government Ministries and the private tourism organisations are ineffective in exploring new tourism destinations in the country. Tourism in Bangladesh has been concentrated only in limited areas. These include the Sea Beach Cox's Bazar, Kuakata and mangrove forest of Sundarbans. Most participants suggest that tourists are familiar only with a limited number of destinations, particularly Cox's Bazar. Research participants have recommended the exploration of new destinations and sites.

6.5.5.14 Monitoring Travel Agencies

A travel agency is a private retailer or public service that, on behalf of accommodation or travel suppliers, offers travel and tourism-related services to the general public (Wikipedia, 2020). Outdoor leisure opportunities are offered by travel agents, airlines, car rentals, cruise ships, hotels, railways, travel insurance, package tours, guide books, timetables for public transport, car rental, etc. Many foreign tourists complained about the fraudulences of travel agency regarding the issue of not as per promised. Due to this type of fraudulences of many travel agencies the development of Halal tourism is hampered in our country. In this regard it was found that the responsible government institution has to monitors the travel agencies on a regular basis.

6.5.5.15 Focus on Tourism Innovations

For any kind of tourism growth, emphasis should be given to tourism innovations. As the number of Muslim tourists worldwide has been rising day by day, Bangladesh may initially set its goal of attracting a certain segment within a year. It will have to chalk out a down-to-earth Halal tourism marketing plan to achieve that goal and go for aggressive marketing in countries that generate most of the outbound Muslim tourists.

6.5.5.16 Increase Air Connectivity

Bangladesh are not on major airline routes to major cities of the world. From many of the countries and cities from all over the world have to connect Bangladesh by two or more flights. It hampers the development not only the Halal tourism segment but also the tourism sector as a whole. So the concerned authority should increase air connectivity with the world.

6.5.5.17 Developing Enclave Tourism

Closed-off resorts with all tourism facilities and services needed by tourists are geographically isolated and expanding. For the Maldives, which share similar economic, social and environmental crises such as Bangladesh, enclave tourism has proved successful. Bangladesh could initiate the construction of an all-inclusive resort for selective, high-spending up-market tourists to establish Halal tourism in Cox's Bazar coastal area and near Sunderban, the mangrove forest. Flights to such resorts should only remain with Bangladesh Biman, the national airline, partly for the purpose of protecting the national carrier as well as controlling mass tourism through charter flights. With tourism in Mauritius, this approach was also successful. Mauritius benefited from enclave tourism and carefully established its national reputation as an up-market product for tourism in the sun, sea and sand, along with firm control over the high quality of its goods and services.

6.5.5.18 Sufficient Islamic Financial Support

Sufficient Islamic financial support to the various service providers including all types of small businessmen is needed to the Halal tourism development in our country. Some management practitioners claimed that the offered amount is very limited amount to start a business in Halal tourism sector. The amount should be increased. The interest free loan can be a good motivation for small business entrepreneur that will help in developing Halal tourism in our country.

6.5.5.19 Easing Visa and Travel Formalities

Bangladesh needs to change the visa strategy. It might go for visa waivers for the top traveller producing nations and present visa on appearance frameworks for traveller gatherings. For example, Nepal provides visa on arrival for Bangladeshi tourists. Immigration procedures at the land ports ought to be easy for inbound tourists. While many Muslim countries like Malaysia, Turkey, Egypt, Saudi Arabia, Qatar, Kuwait, Oman etc. attract tourists from all over the world by offering e-visa for them but Bangladesh still in behind to attract tourists because of absence of e-visa for the tourists. In our country regarding visa complications, improvement has been made with the introduction of visa on arrival for business visitors, but this benefit has not yet been prolonged to most tourists.

6.5.6 Coordination

The coordination or cooperation among the tourism stakeholders are vital for developing the Halal tourism sector in Bangladesh. How can the present relationships among the stakeholders be developed are discussed in the following section:

6.5.6.1 Establishing Coordination

The governmental agencies responsible for implementing the tourism related issues are the Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation and Bangladesh Tourism Board as the National Tourism Organization. Furthermore many other private institutions and tour operators are linked also. Among these organizations there is a huge gap in coordination. It is a big weakness of our tourism sector. For these reason we cannot provide so much better service as Malaysia, Indonesia, and Turkey and so on.

6.5.6.2 Increasing Communication with Other Ministries

As the total activity of tourism needs the support of different ministries, such as Ministry of Home Affairs, Ministry of Road Transport and Bridges and others, so it is needed to increase the communication with other ministries. The total tourism task is related with many ministries and departments that will require increase communication with other ministries.

6.5.6.3 Coordinating with Private Sector

The two types of sector which are very much related on tourism, one is government sector and other is private sector. The travel industry is an enhanced industry, which requires participation, and excellent relations among public and private sector to endure and prosper. To develop our Halal tourism sector the relations between the two sectors need to be close, continuous and well balanced. But it is matter of sorrow that there is a coordination gap with private sector from the public sector. The government sectors has to role as a main player to develop Halal tourism in our country with coordinating private sectors.

6.5.6.4 Cooperation from Local Authority

Research participants viewed that lack of cooperation from the local authority is one of the barriers to the development of Halal tourism. Their stippled decisions and efforts delay the development of Halal tourism. They should come forward to develop this lucrative sector of tourism.

6.5.6.5 Develop Coordination among Various Stakeholders

Halal tourism development is hindered due to the lack of coordination among various stakeholders. It has become a common phenomenon in Halal tourism development which is created due to absence of network among stakeholders. The problems of Halal tourism development cannot be handled by a single hand. All public, private and individual stakeholders should come forward to take part in the development programs of this segment.

6.5.6.6 Private Sector Participation

The private sector is acknowledged as a key stakeholder in most Asian and Pacific countries and regions, since it is primarily responsible for providing tourism services. So, for this potential market, Bangladesh has to promote the private sector. One of the most critical concerns has been how to encourage greater private sector engagement, including the creation of public-private partnerships.

6.5.6.7 Minimizing the Bureaucracy Problem

Like any other segment of our country the tourism segment development also face the problem of bureaucracy. For starting any type of tourism businesses its needed permission from the authority. In case of getting permission the bureaucracy problem affect the Halal tourism development in Bangladesh. The concerned authority should minimize these types of bureaucracy problem.

6.5.7 Societal and Environmental Problems

The problems that comes from the society and our geographical environment can be minimized for developing Halal tourism in Bangladesh as mentioned in the below section:

6.5.7.1 Minimizing the Traffic Jam

Though the traffic jam cannot be removed fully but it can minimize with the help of some proper steps. Some initiatives can solve the traffic jam problem mainly in Dhaka such as withdrawal of rickshaw, van and lorry type vehicles and start some other public transportation so that public can easily move here and there without help of rickshaw and vans. This solution will surely attract the tourists from the abroad to revisit Bangladesh as they objection this issue frequently.

6.5.7.2 Ensuring Clean and Safe Environment

No one wants a place that is not safe or unsafe to visit. Without a clean and healthy climate, tourism can't thrive. Communities that do not have a friendly atmosphere and a safe environment have a very difficult time attracting business in these circumstances.

6.5.7.3 Continuity in Tourism

The tourism of Bangladesh is mostly based on winter season. The maximum portion of the revenue comes from the businesses occurred in the winter season. In other seasons the tour operators hardly have businesses. That is why they have to face financial problems to bear the fixed expenses. To face this problems sometimes they need to restructure their employee lists and many employees are terminated during the off peak seasons. Thus the tour operators cannot maintain a healthy workforce in long run. So the seasonal tourism in our country hinder the whole tourism sector development including Halal tourism development. At this point, the authority should take some motivational steps for continuing the tourism in the whole year.

6.5.7.4 Removing the Problem of Pickpocketing

Providing service quality to tourists enriches their notable experiences, while challenges that they gather during their travel are likely to undesirably affect their notable experiences that may hamper the Halal tourism development in Bangladesh. In many tourism destinations of our country the issue of pickpocketing is very concerning matter for us. Evening time is the peak time for pickpocketing in Cox's Bazar area. The security force our country should be more alert for ensuring the safe travel to tourists.

6.5.7.5 Minimizing the Corruption

Corruption has been intensified among various government and other organizations in Bangladesh. Noble works of the public and private organizations are ruined due to corruption. One of the research participants commented that officials of the tourism development organizations are not fair enough to their respective duties. These dishonest officials of the tourism development organizations insist local people to get involved in unlawful activities with a few amount of money as bribe that hamper the Halal tourism development. Though it is not possible to remove it overnight but the authority can reduce it in a significant manner.

6.6 Chapter Summary

The findings of this thesis have been discussed in this chapter. From the above discussion, it has been clarified that Halal tourism in Bangladesh has huge prospects. The researcher has found out the barriers to develop Halal tourism and the ways to overcome for developing Halal tourism in Bangladesh those are discussed in this chapter. At this stage it requires all the stakeholders to come out together, and the regulatory bodies should take necessary steps to develop Halal develop in Bangladesh.

CHAPTER SEVEN

QUANTITATIVE PART OF THE STUDY

7.1 Introduction

This chapter is dedicated to analyze and discuss the quantitative results and analysis of the study that was carried out with the help of SERVQUAL model. The gap between Muslim tourists' expectation and perception of service quality in Halal tourism perspective was measured in this chapter by quantitative analysis.

7.2 Service Quality

It is usually settled that service quality is an attitude of universal judgment about the supremacy of a service, although the exact nature of this attitude is not agreed (Robinson, 1999). Some propose that it stems from a comparison of expectations with performance perceptions (disconfirmation) (Parasuraman et al., 1988), while others argue that it is derived from a comparison of performance with ideal standards (Teas, 1993) or from perceptions of performance alone (Cronin & Taylor, 1992). It is also settled that service quality is distinct from customer satisfaction, although the exact nature of this distinction seems to be somewhat blurred (Robinson, 1999).

Service quality is derived from the field of marketing, which values the human relationship between a firm and its customers, and encompasses the notions of fulfilling and exceeding the customer's expectations (Antony et al., 2004). As a result, service quality refers to how well a service satisfies a client's wants or expectations (Lewis & Mitchell, 1990), as well as the gap between client expectations and perceived service. When expectations exceed performance, the perceived quality falls short of expectations, resulting in customer dissatisfaction. In an attempt to define quality in services, the service characteristics that are not real and assess customer service quality is subjective, so by Parasuraman et al., (1985) is more difficult to measure than the quality of goods and customers. The service industry phenomena is best understood from the perspective of differentiation, that is, the characteristics that distinguish service and manufacturing businesses.

In this study, service quality can be defined as the difference between tourists' expectation for service performance prior to the service encounter and their perception of the service received. Tourists' expectation serves as a foundation for evaluating service quality because, quality is high when performance exceeds expectation and quality is low when performance does not meet their expectation (Asubonteng et al., 1996).

7.3 Dimensions of Service Quality

Probably the most significant effort to model the interaction between service customer and provider was made by Parasuraman, Zeithaml and Berry (Parasuraman et al., 1985, 1991). "Parasuraman et al. (1985) identified 97 attributes which were found to have an impact on service quality. These 97 attributes were the criteria that are important in assessing customer's expectations and perceptions on delivered service (Kumar et al., 2009). These attributes were categorized into ten dimensions (Parasuraman et al., 1985) and later subjected the proposed 97 item instruments for assessing service quality through two stages in order to purify the instruments and select those with significant influences (Parasuraman et al., 1988). The first purification stage came up with ten dimensions for assessing service quality which were; tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding, knowing, customers, and access. Further and more quantitative research made by Parasuraman et al. (1988) three years after their initial article on service quality led these researchers to conclude that consumers use five underlying dimensions in judging service quality, so these ten were later reduced to five through exploratory factor analysis by Parasuraman, et al. (1988). The five final dimensions factored down to:

Table 7. 1 Dimensions of Service Quality

Tangibles	Physical facilities, equipment, and the appearance of personnel.
Reliability	Ability to perform the promised service dependably and accurately.
Responsiveness	Willingness to help the customer to provide prompt service.
Assurance	Knowledge and courtesy of employees and their ability to convey trust and confidence.
Empathy	Caring, individualized attention the firm provides its customers.

Source: Parasuraman et al., 1988

7.4 SERVQUAL Model

Parasuraman et al. (1985) developed a conceptual model of service quality where they identified five gaps that could impact the consumer's evaluation of service quality in four different industries (retail banking, credit card, securities brokerage and product repair and maintenance). Parasuraman et al., (1988), later developed the SERVQUAL model which is a multi-item scale developed to assess customer perceptions of service quality in service and

retail businesses. The scale decomposes the notion of service quality into five constructs as follows: Tangibles, Reliability, Responsiveness, Assurance and empathy. It bases on capturing the gap between customers' expectations and experience which could be negative or positive if the expectation is higher than experience or expectation is less than or equal to experience respectively.

Figure 7. 1 SERVQUAL Model
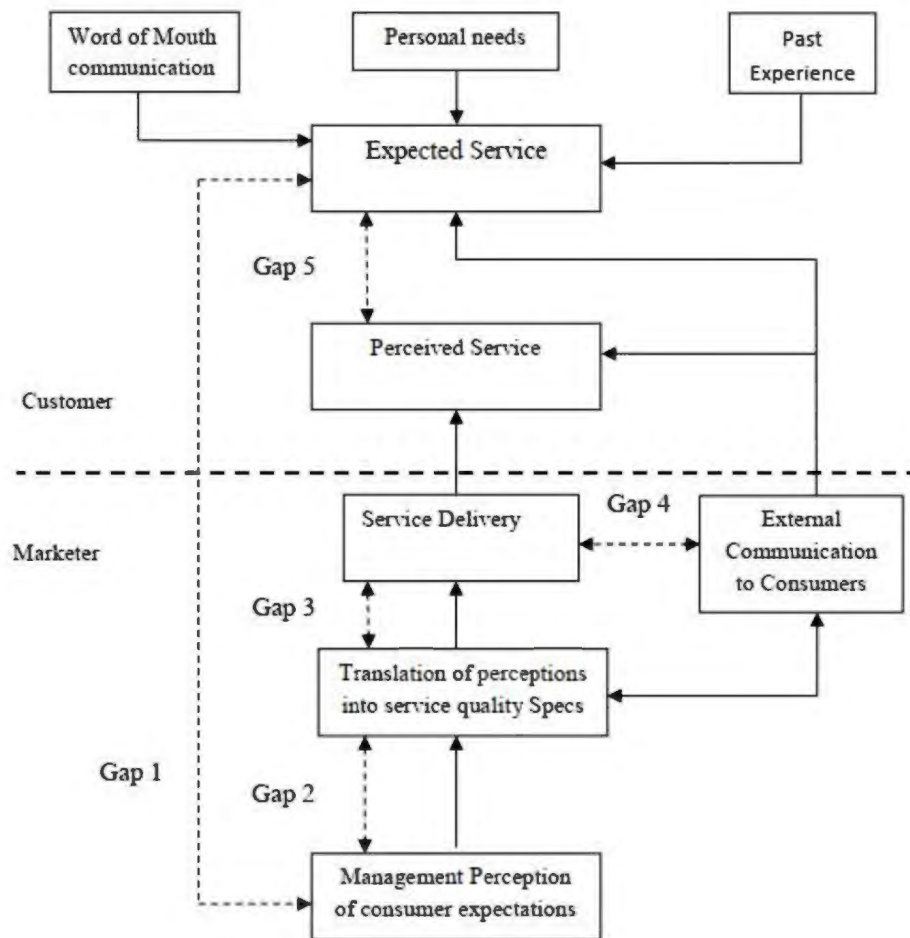
Source: Parasuraman et al., 1985

SERVQUAL is without a doubt the most widely used and tested method to measure customers' perceptions of service quality (Bateson & Hoffman, 2011; Chau & Kao, 2009; Gilmore & McMullan, 2009; Ladhari, 2008; Kueh & Voon, 2007; Kasper et al., 2006; Kang et al., 2002).

SERVQUAL represents service quality as the discrepancy between a customer's expectations for a service offering and the customer's perceptions of the service received, requiring

respondents to answer questions about both their expectations and their perceptions Parasuraman et al. (1988). The use of perceived as opposed to actual service received makes the SERVQUAL measure an attitude measure that is related to, but not the same as, satisfaction (Parasuraman et al. 1988). The difference between expectations and perceptions is called the gap which is the determinant of customers' perception of service quality as shown on below figure:

Figure 7. 2 Measuring service quality using SERVQUAL model
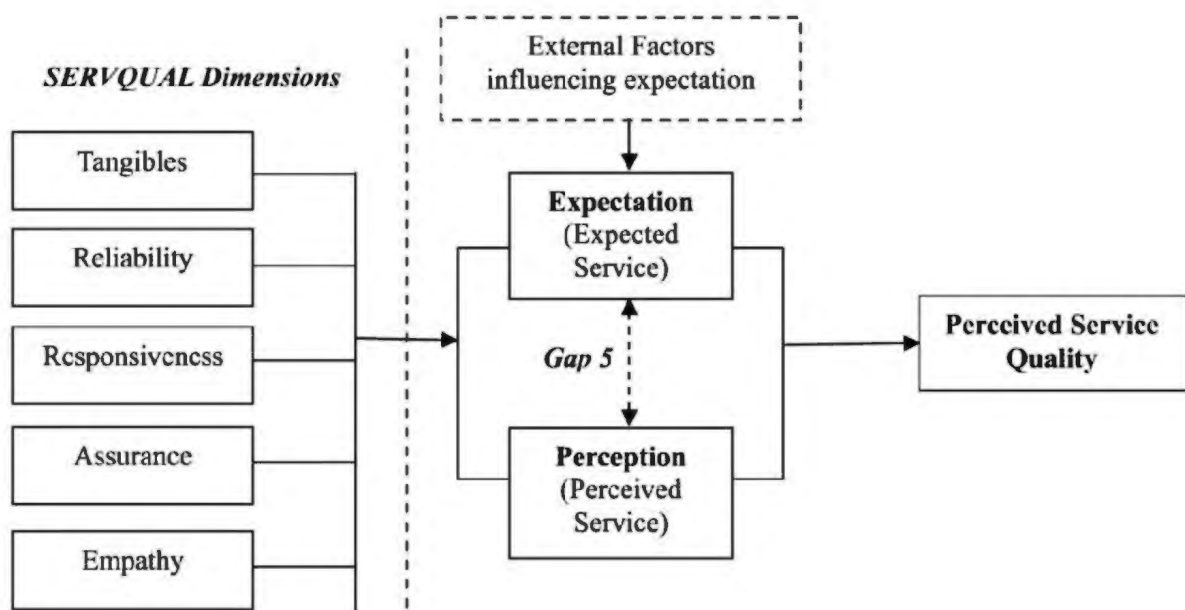
Source: Kumar et al., 2009

The expectations of customers are subject to external factors which are under the control of the service provider as shown on the diagram. The *gap 5* on the diagram represents the difference between customers' expectations and customers' perceptions which is referred to as the perceived service quality (Kumar et al., 2009). This study focuses on this gap, the difference between tourists' expectations and their perceptions on the quality of service in Halal tourism perspective.

7.5 SERVQUAL Model in Tourism

There are many researchers and academicians have used the SERVQUAL model on their own studied area. Hudson et al. (2004) revealed that service quality in the tourism industry receives growing deliberation and most of the studies in tourism use the SERVQUAL instrument to evaluate service quality. This model has been utilized to measure service

quality in different sectors of tourism industry such as, sport tourism (Kouthouris & Alexandris, 2005), airline tourism (Pakdil & Aydin, 2007), and restaurant (Qin & Prybutok, 2008). Following are the some examples of application of the SERVQUAL model in tourism and hospitality industry:

Table 7. 2 SERVQUAL Model in Tourism

Natalia Kowalska & Anna Ostrega (2020)	Museum Tourism	Adapted SERVQUAL model
Dr. Goldi Puri & Kuldeep Singh (2018)	Tourism Industry	SERVQUAL model
Sujay Vikram Singh (2017)	Star-Category hotels	Adapted SERVQUAL model
Shah, Shamim & Zubair, Ahmad & Dar, Sajad & Skinder, Safiya (2017)	Tourism Industry	Adapted SERVQUAL model
Paun Raluca Mihaela (2014)	Tourism Businesses	SERVQUAL model
Mukhles Al-Ababneh (2013)	Tourism Industry	Adapted SERVQUAL model
Mushtaq Ahmad Bhat (2012)	Tourism Service	Adapted SERVQUAL model
Kiange Purity M (2011)	Hotel Industry	SERVQUAL model
Hudson , Paul Hudson & Miller (2004)	Tour Operating Sector	SERVQUAL model
Johns, Avci & Karatepe (2004)	Travel Agents Northern Cyprus	SERVQUAL model
Eda Etilgan, Serkan Akinci & Safak Aksoy (2003)	Tourism Industry	SERVQUAL model
Soliman & Alzaid (2002)	Riyadh's Hotels	SERVQUAL model
Lee, Haksik, Yongki Lee, & Yoo (2000)	Entertainment Park	Adapted SERVQUAL model

Source: Researcher's own compilation

7.6 Halal Tourism Items Under Service Quality Dimension

Following are the Halal tourism items under service quality dimension with appropriate sources:

Table 7. 3 Service Quality Dimension in Halal Tourism

Service Quality Dimension	Items	Source from Islam
Tangibles	Destination brochures, pamphlets, etc.	Nur/31; Jami at-Tirmidhi: 27/81
	Availability of Halal food and beverage options	Al-Baqarah/168/172
	Cleanliness of rooms and prayer areas	Al-Baqara/125 Da'if: 5/41/2799
	Modest and neat appearance of staff	Da'if: 5/41/2791
	Gender segregation	Nur/31; Jami atTirmidhi: 27/81
Reliability	Accurate information about services	Ibn Majah: 3/12/2224 Sunan Ibn Majah: 13/48/2355
	Availability of qualified staff	An-Nisa/58
	Accuracy in dealing tourists	Ibn Majah: 3/12/2139
	Reliable message service	Sahih Al-Bukhari: 34/32/2079
	No deception	Ibn Majah: 3/12/2224 Sunan Ibn Majah: 13/48/2355
Responsiveness	Providing timely and prompt service	Sahih Muslim: 1/220/118
	Honest and trustworthy behavior	Ibn Majah: 3/12/2139
	Generosity in hospitality	Sunan Abi Dawud: 43/18/4790 Sahih Al-Bukhari: 63/131/3905
Assurance	Courteous and friendly behavior to tourists	Da'if: 4/11/2494
	Safe and secure environment	Sunan Ibn Majah: 33/21/3677
	Providing attentive hospitality to tourists	Sahih Muslim: 1/83/48
Empathy	Greeting someone/a tourist to comfort them	An-Nisa/86
	Calling tourist by their preferred name	Al-Adab Al-Mufrad: 34/9/819
	Resolving tourist complaints by mutual consent	Ibn Majah: 3/12/2185

Source: Researcher's own compilation

7.7 Sample Size

For the quantitative part of this study, a sample of 130 Muslim tourists randomly selected from all the study sites were considered. This study yielded 124 usable questionnaires which were processed and analyzed by using the statistical software package of SPSS-20. According to Levin and Rubin (2002) "statisticians use normal distribution, as an approximation to the sampling distribution whenever the sample size is at least 30, but the sampling distribution of the mean can be nearly normal with samples of even half sampling distribution of the mean can be nearly normal with samples of even half the size".

7.8 Data Collection

The structured questionnaire was used to gather the necessary information needed for this study. Respondents were the Muslim tourists from all the study sites were considered for this study. The Questionnaire had three sections. Part I consists of the tourist general information, Part II was structured to capture the level of service quality dimensions that is expected by the tourist and Part III was structured to capture the level of service quality dimensions that is perceived by the tourist. A 5-point likert-type scale was used to 5 being the highest and 1 the lowest and all questions were phrased positively as suggested by Parasuraman et al., (1994).

7.9 Data Analysis

For quantitative data analysis the researcher have used descriptive statistics that involved frequency tables, mean and standard deviation by SPSS-20 and MS Excel software. Part I of the questionnaire was analysed using frequencies tables, charts and percentages while Part II and III were analysed by use frequency tables, mean and standard deviation for all the dimensions of service quality. The SERVQUAL model was used to analyse Muslim tourists' expectations and their perceptions on the quality of service in Halal tourism perspective.

7.10 Demographic Profile of the Respondents

7.10.1 Gender

Table 7. 4 Distribution of Respondents by Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	89	71.8	71.8	71.8
	Female	35	28.2	28.2	100.0
	Total	124	100.0	100.0	

Figure 7. 3 Distribution of Respondents by Gender
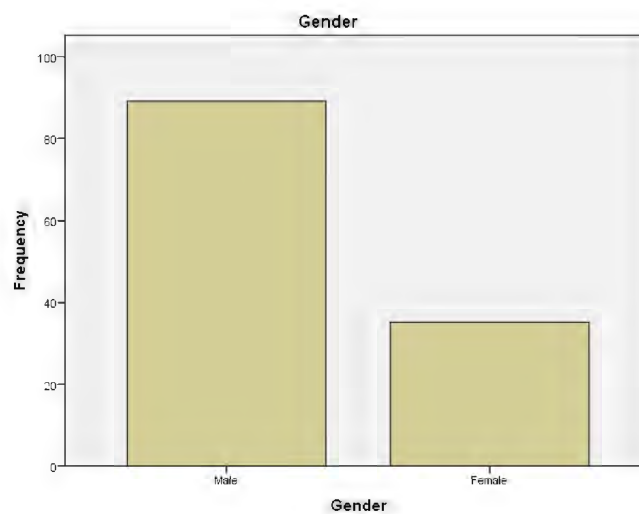
71.8% of the respondents were male while 28.2% were female.

7.10.2 Education

Table 7. 5 Distribution of Respondents by Education

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under Graduate	65	52.4	52.4	52.4
	Graduated	41	33.1	33.1	85.5
	Post Graduated	18	14.5	14.5	100.0
	Total	124	100.0	100.0	

Figure 7. 4 Distribution of Respondents by Education
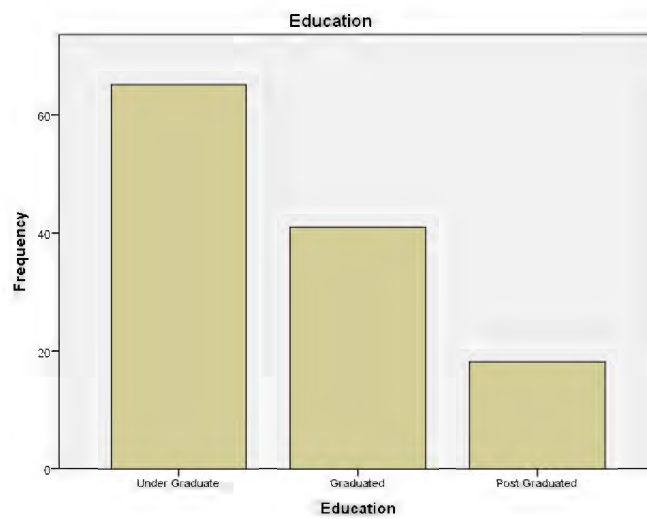
Out of 124 respondents 52.4% were undergraduate, 33.1% were graduated and 14.5% were post graduated.

7.10.3 Age

Table 7. 6 Distribution of Respondents by Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20	30	24.2	24.2	24.2
	20 to 30	48	38.7	38.7	62.9
	30 to 40	27	21.8	21.8	84.7
	40 to 50	15	12.1	12.1	96.8
	More than 50	4	3.2	3.2	100.0
	Total	124	100.0	100.0	

Figure 7. 5 Distribution of Respondents by Age
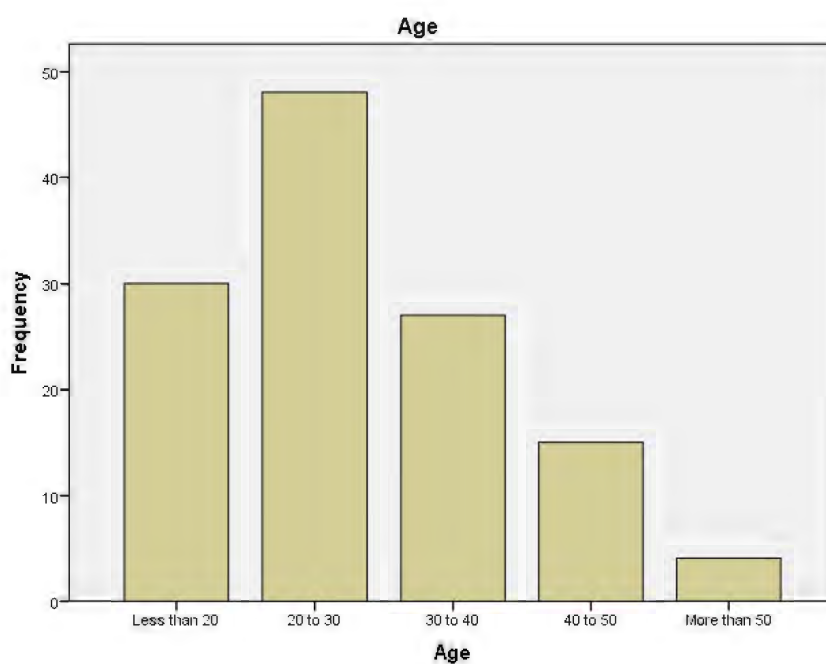
Among the total respondents 24.2% fall under the age group of less than 20, 38.7% fall under the age group of 20 to 30, 21.8% fall under the age group of 30 to 40, 12.1% fall under the age group of 40 to 50 and other 3.2% fall under the age group of more than 50.

7.10.4 Profession

Table 7. 7 Distribution of Respondents by Profession

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	43	34.7	34.7	34.7
	Businessman	31	25.0	25.0	59.7
	Job Holder	30	24.2	24.2	83.9
	Others	20	16.1	16.1	100.0
	Total	124	100.0	100.0	

Figure 7. 6 Distribution of Respondents by Profession
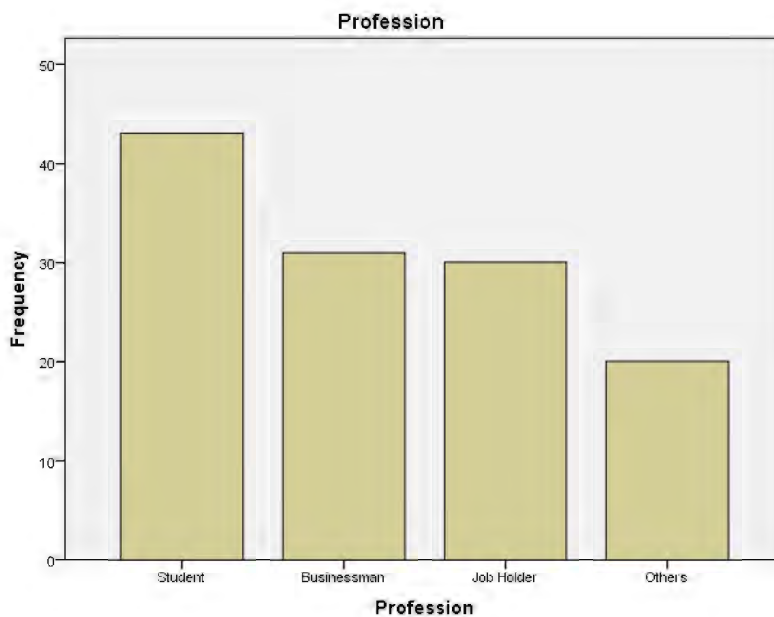
The table and figure above indicate that out of 124 respondents 34.7% was student, 25% businessman, 24.2% job holder and 16.1% were related to others.

7.10.5 Nationality/From

Table 7. 8 Distribution of Respondents by Nationality/From

From

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	106	85.5	85.5	85.5
	Abroad	18	14.5	14.5	100.0
	Total	124	100.0	100.0	

Figure 7. 7 Distribution of Respondents by Nationality/From
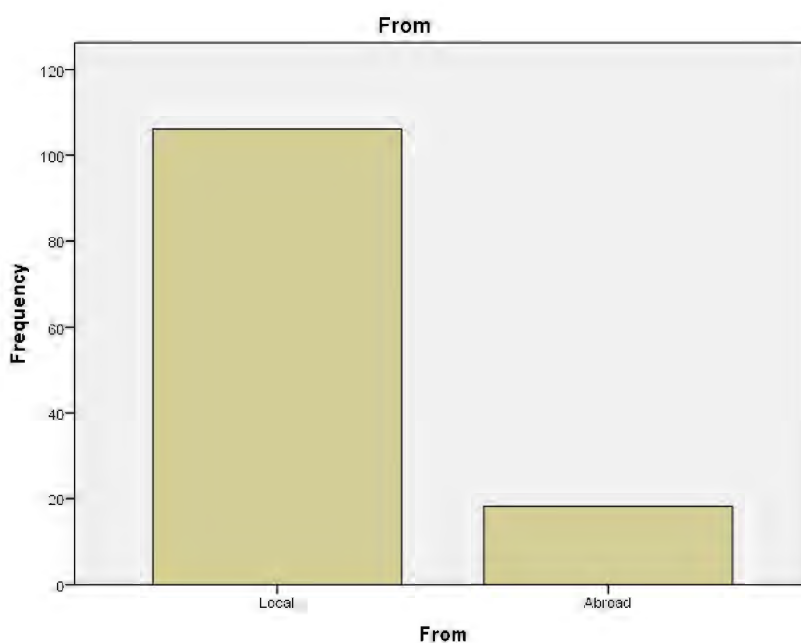
The above table and figure indicated that among the total respondents 85.5% were from the local nationality and other 14.5% from the abroad.

7.10.6Purpose of Visiting

Table 7. 9 Distribution of Respondents by purpose of visiting

Visiting Purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Religious Motivation	29	23.4	23.4	23.4
	Leisure	64	51.6	51.6	75.0
	Business	31	25.0	25.0	100.0
	Total	124	100.0	100.0	

Figure 7. 8 Distribution of Respondents by purpose of visiting
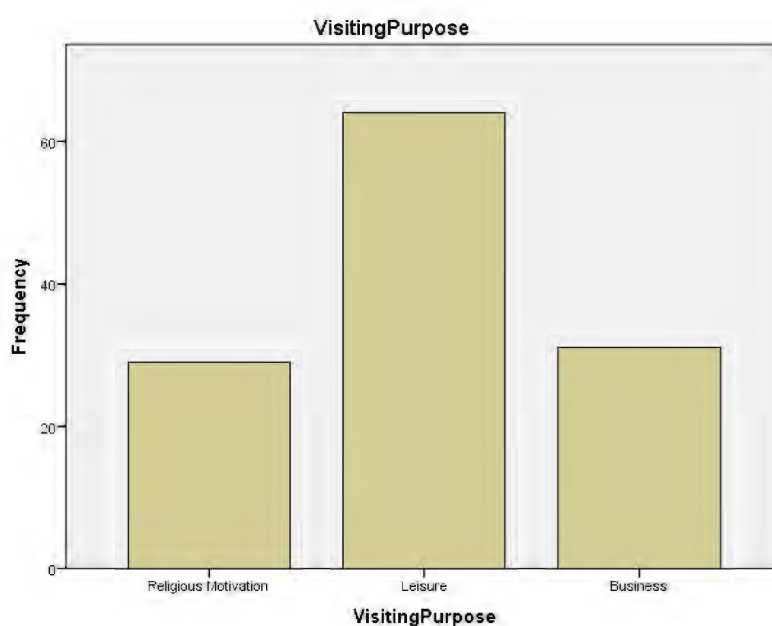
Out of 124 respondents 23.4% were visited from religious motivation, 51.6% were visited for leisure purposes and other 25% were visited for their business purposes.

7.11 Findings and Discussion

7.11.1 Reliability of the Data

The main purpose of reliability analysis is to ensure whether the data collected is trustworthy. Reliability analysis can be achieved by assessment of the degree of consistency between measurements of a variable (Hair, Black, Babin & Anderson, 2010). Measuring reliability of internal consistency is commonly accepted type of reliability analysis. It is applied here to ensure that all individual items of the scale should be measuring the same construct and to be highly correlated. For reliability, all dimensions should have a coefficient of reliability or a Cronbach's alpha value higher than 0.7 to indicate a high degree of internal consistency (Hair et al., 2010). In the resent study following table shows that the Cronbach's alpha value is 0.828 which is higher than 0.7 and it indicates that the collected data is trustworthy.

Table 7. 10 Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.828	40

7.11.2 Measure of Tourists' Expectation of Service Quality

For each of the service quality attributes in this study, the respondents were asked to rate expectations of the quality in Halal tourism perspective on a five-point likert scale. The mean score for each question was calculated and was used to indicate the level if importance the respondents attached to the question as shown in below table. As per the likert scale, a score above 2.5 is considered important. The results were categorized into an operationalized SERVQUAL model to show the dimensions of services quality and how the respondents value their importance.

Table 7. 11 Tourists' expectation of Service Quality Dimensions

Tangibles					
	N	Minimum	Maximum	Mean	Std. Deviation
Islamic Attributes	124	1.00	5.00	4.1048	.80465
Praying Facility	124	1.00	5.00	4.0806	.81247
Dress Code	124	1.00	5.00	3.3548	1.06071
Separated Women Area	124	1.00	5.00	2.7016	1.11880
Valid N (listwise)	124				
Mean				**3.5605**	**0.9492**
Reliability					
	N	Minimum	Maximum	Mean	Std. Deviation
Accurate & Consistent Response	124	1.00	5.00	4.0887	.85551
Problem Solving	124	1.00	5.00	4.3468	.72184
Timely	124	1.00	5.00	4.6129	.76200
Valid N (listwise)	124				
Mean				**4.3495**	**0.7798**
Responsiveness					
	N	Minimum	Maximum	Mean	Std. Deviation
Prompt Service	124	1.00	5.00	4.0887	.85551
Willingness	124	1.00	5.00	4.3548	.74565
Respond to Request	124	1.00	5.00	4.5726	.78785
Speed & Efficiency	124	1.00	5.00	4.6129	.76200
Valid N (listwise)	124				
Mean				**4.4073**	**0.7878**
Assurance					
	N	Minimum	Maximum	Mean	Std. Deviation
Instill Confidence	124	1.00	5.00	4.1532	.67528
Feel secure	124	1.00	5.00	2.5161	.96680
Consistently Courteous	124	1.00	5.00	4.0887	.61170
Overall knowledge	124	1.00	5.00	4.0484	.96991
Valid N (listwise)	124				
Mean				**3.7016**	**0.8059**
Empathy					
	N	Minimum	Maximum	Mean	Std. Deviation
Individual Attention	124	1.00	5.00	4.3710	.71531
Convenient	124	1.00	5.00	4.2016	.76488
Special Attention	124	1.00	5.00	4.3952	.71929
Best Interest	124	1.00	5.00	4.1855	.73658
Specific Needs	124	1.00	5.00	4.1129	.67727
Valid N (listwise)	124				
Mean				**4.2532**	**0.7227**
Overall Mean/SDV				**4.0544**	**0.8091**

From this table, it is evident that respondents rated responsiveness as the most expecting dimension, followed by reliability, empathy, assurance and tangibles. Looking at each question variable individually it evident that the minimum mean score was 2.5161, where most of the tourists indicated that they will not feel secure at the destination. A maximum

mean score of 4.6129 out 5 was indicated as the most expecting items are timely problem solving as well as speed and efficiency of provided services.

The overall tourists' expectation of five service quality shown in above table had a mean score of 4.0544 meaning tourists' rating of the service quality was on the upper percentile of the average score almost rating good. This implied that all the five service quality variables covered in the above table were of great importance to the tourists. The highest standard deviation went to tangibles (0.9492) and lowest to empathy (0.7227) service quality variables.

Table 7. 12 Summary of Tourists' expectation of Service Quality Dimensions

No.	Service Quality Variable	Mean	SDV
1	Tangibles	3.5605	0.9492
2	Reliability	4.3495	0.7798
3	Responsiveness	4.4073	0.7878
4	Assurance	3.7016	0.8059
5	Empathy	4.2532	0.7227
	Total Average Mean/SDV	**4.0544**	**0.8091**

Figure 7. 9 Summary of Tourists' expectation of Service Quality Dimensions
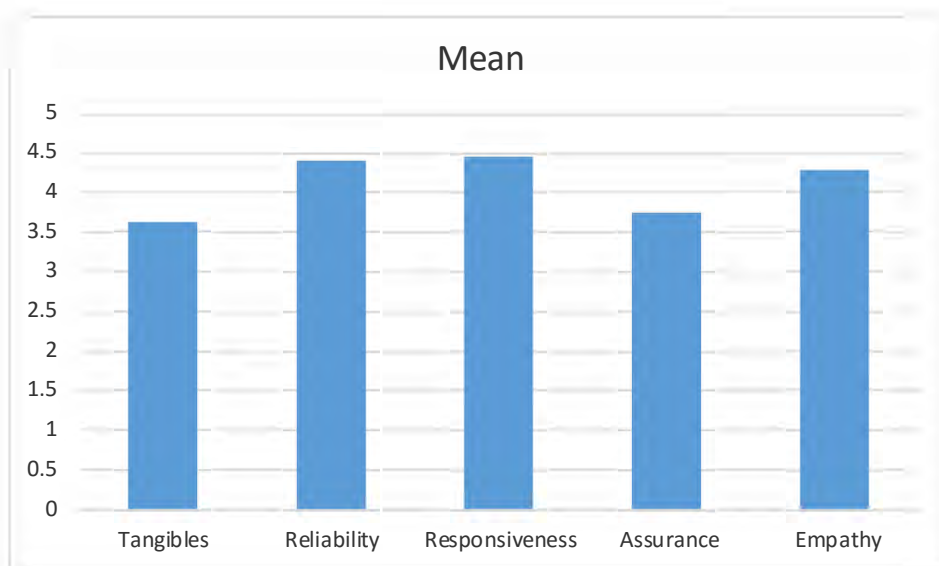
7.11.3 Measure of Tourists' Perception of Service Quality

This was determined by asking the respondents to rate on the five-point likert scale their perceptions on the quality of service in Halal tourism perspective. The mean score for each question was calculated and was used to indicate the level of importance the respondents attached to the question. The mean perceptions are shown in below table.

Table 7. 13 Tourists' Perception of Service Quality Dimensions

Tangibles				
	N	Minimum	Maximum	Mean	Std. Deviation
Islamic Attributes	124	1.00	5.00	2.9113	1.26242
Praying Facility	124	1.00	5.00	3.2016	1.14750
Dress Code	124	1.00	5.00	3.7339	.97204
Separated Women Area	124	1.00	5.00	3.5887	1.08958
Valid N (listwise)	124				
Mean				**3.3589**	**1.1179**
Reliability					
	N	Minimum	Maximum	Mean	Std. Deviation
Accurate & Consistent Response	124	1.00	5.00	3.7097	1.06515
Problem Solving	124	1.00	5.00	3.4194	1.15538
Timely	124	1.00	5.00	3.9597	.74789
Valid N (listwise)	124				
Mean				**3.6962**	**0.9895**
Responsiveness					
	N	Minimum	Maximum	Mean	Std. Deviation
Prompt Service	124	1.00	5.00	3.2500	1.27913
Willingness	124	1.00	5.00	2.3468	1.14085
Respond to Request	124	1.00	4.00	2.0645	1.01806
Speed & Efficiency	124	1.00	5.00	3.1532	1.07480
Valid N (listwise)	124				
Mean				**2.7036**	**1.1282**
Assurance					
	N	Minimum	Maximum	Mean	Std. Deviation
Instill Confidence	124	1.00	5.00	3.3710	1.12956
Feel secure	124	1.00	11.00	3.5645	1.44965
Consistently Courteous	124	1.00	5.00	3.0484	1.08841
Overall knowledge	124	1.00	5.00	2.8790	1.38865
Valid N (listwise)	124				
Mean				**3.2157**	**1.2641**
Empathy					
	N	Minimum	Maximum	Mean	Std. Deviation
Individual Attention	124	1.00	5.00	3.0242	1.44528
Convenient	124	1.00	5.00	2.9919	1.48978
Special Attention	124	1.00	5.00	3.2339	1.10512
Best Interest	124	1.00	5.00	2.2177	.87010
Specific Needs	124	1.00	5.00	2.7419	1.09597
Valid N (listwise)	124				
Mean				**2.8419**	**1.2013**
Overall Mean/SDV				**3.1633**	**1.1402**

As illustrated in the above table tourists rated reliability as the most important perceived service quality measure with a mean score of 3.6962 out of 5 and least as responsiveness with a mean of 2.7036. The average mean of 3.1633 for all the five service quality variables was obtained. Tourists consider their service quality to be good. Lowest standard deviation went to reliability service variable (0.9895) and the highest to assurance (1.2641).

Table 7. 14 Summary of Tourists' Perception of Service Quality Dimensions

No.	Service Quality Variable	Mean	SDV
1	Tangibles	3.3589	1.1179
2	Reliability	3.6962	0.9895
3	Responsiveness	2.7036	1.1282
4	Assurance	3.2157	1.2641
5	Empathy	2.8419	1.2013
	Total Average Mean/SDV	**3.1633**	**1.1402**

Figure 7. 10 Summary of Tourists' Perception of Service Quality Dimensions
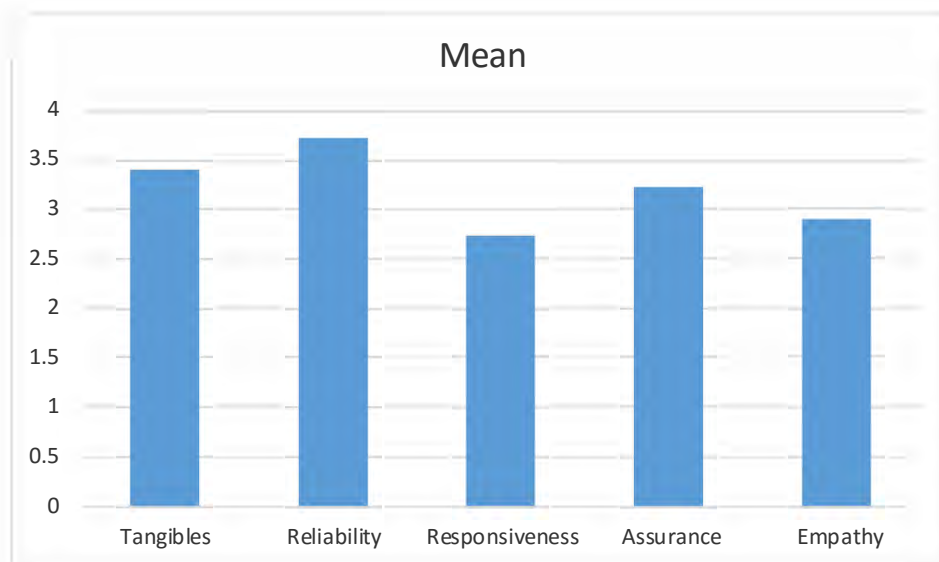
7.11.4 Discussion on Findings

In this study, the understanding of gap measures the difference between the tourists' expectations and the actual perception of service quality in Halal tourism perspective.

Table 7. 15 Mean difference between Tourists' expectation and perception of service quality

Service Quality Dimension	Items	Tourists' Expectation	Tourists' Perception	Gap Score	Dimension Gap Score
Tangibles	Islamic Attributes	4.1048	2.9113	-1.1935	-0.2016
	Praying Facility	4.0806	3.2016	-0.879	
	Dress Code	3.3548	3.7339	0.3791	
	Separated Women Area	2.7016	3.5887	0.8871	
Reliability	Accurate & Consistent Response	4.0887	3.7097	-0.379	-0.653225
	Problem Solving	4.3468	3.4194	-0.9274	
	Timely	4.6129	3.9597	-0.6532	
Responsiveness	Prompt Service	4.0887	3.2500	-0.8387	-1.703629
	Willingness	4.3548	2.3468	-2.008	
	Respond to Request	4.5726	2.0645	-2.5081	
	Speed & Efficiency	4.6129	3.1532	-1.4597	
Assurance	Instill Confidence	4.1532	3.3710	-0.7822	-0.485887
	Feel secure	2.5161	3.5645	1.0484	
	Consistently Courteous	4.0887	3.0484	-1.0403	
	Overall knowledge	4.0484	2.8790	-1.1694	
Empathy	Individual Attention	4.3710	3.0242	-1.3468	-1.411291
	Convenient	4.2016	2.9919	-1.2097	
	Special Attention	4.3952	3.2339	-1.1613	
	Best Interest	4.1855	2.2177	-1.9678	
	Specific Needs	4.1129	2.7419	-1.371	

Responsiveness dimension had the highest overall service gap score of -1.703629, empathy became second with a gap score of -1.411291, followed by Reliability with -0.653225, Assurance with -0.485887 and the least is Tangibles with -0.2016.

Table 7. 16 Summary of Mean difference between Tourists' expectation and perception of service quality

Service Quality Dimension	Tourists' Expectation	Tourists' Perception	Dimension Gap Score
Tangibles	3.5605	3.358871	-0.2016
Reliability	4.349462	3.696237	-0.653225
Responsiveness	4.407258	2.703629	-1.703629
Assurance	3.701613	3.215726	-0.485887
Empathy	4.253226	2.841935	-1.411291

Figure 7. 11 Summary of Mean difference between Tourists' expectation and perception of service quality
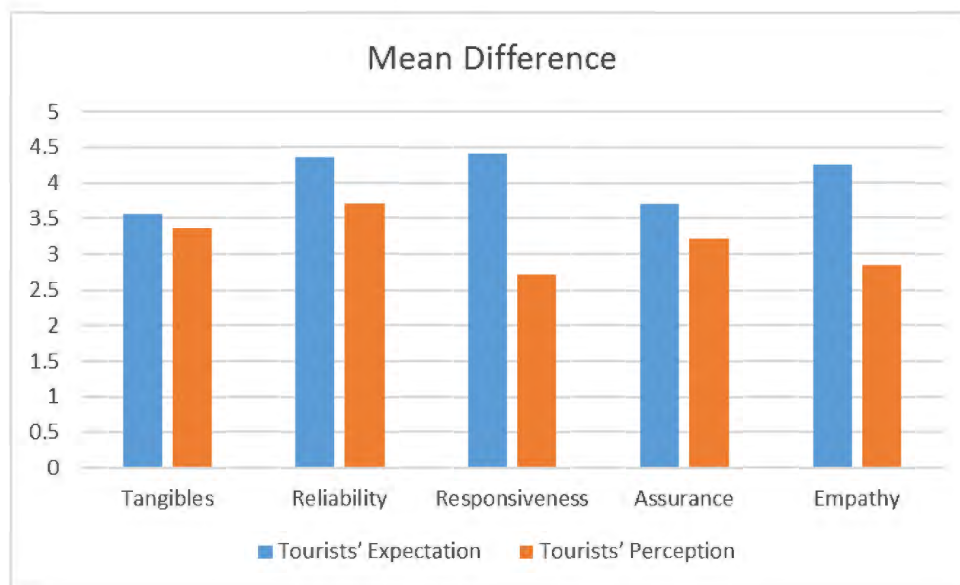
From the findings it is evident that the tourists' perception of service quality dimensions is not matching to their expectations. In all the dimensions, tourists' perception of service quality has fallen short of the tourists' expectation by a mean range of -0.2016 to -1.703629. Therefore, the findings suggest that tourists have generally a high expectation on the quality of service that they receive.

7.11.5 Dimension-wise Analysis

7.11.5.1 Tangibles

The mean gap score on tangibles dimension is -0.2016. Where the Islamic attributes item has the lowest score (-1.1935) followed by praying facility (-0.879). Other two items those are separated women area (0.8871) and dress code (0.3791) better than the tourists' expectation. However, improvement is needed on the physical Islamic appearances and praying facilities on the destination.

7.11.5.2 Reliability

Data on reliability dimension shows that the gap score is -0.653225. Its element-wise analysis reveals that the service quality is comparatively better than other dimensions. The highest gap in this dimension is problem solving issue (-0.9274), followed by timeliness (-0.6532) and accurate & consistent response (-0.379).

7.11.5.3 Responsiveness

Data in the above table shows that the highest gap score (-1.703629) on the responsiveness dimension. The highest gap in respond to request item (-2.5081), followed by willingness (-2.008), speed & efficiency (-1.4597) and prompt service (-0.8387). This means that tourists are not happy with the quality of services as depicted by the responsiveness dimension compared to their expectation regarding Halal tourism perspective.

7.11.5.4 Assurance

It is evident from the above table that the gap score on assurance is -0.485887. Its element-wise analysis reveals that the perception regarding feeling secure (1.0484) is higher than the expectation by the tourist and others gap followed by instill confidence (-0.7822), consistently courteous (-1.0403) and overall knowledge (-1.1694).

7.11.5.5 Empathy

The average gap score for the empathy dimension is -1.411291. This dimension has the second highest gap score means that tourists are not happy with the quality of services as depicted by the empathy dimension compared to their expectation regarding Halal tourism perspective. These gaps are best interest (-1.9678), specific needs (-1.371), individual attention (-1.3468), convenient (-1.2097) and special attention (-1.1613) respectively.

CHAPTER EIGHT

CONCLUSION

8.1 Introduction

This is the final chapter of the thesis. This chapter addresses the research questions. The attempt of the current thesis were to explore the prospects of Halal tourism development, to reveal the barriers that hinder the development of Halal tourism and to find out some potential ways to overcome the barriers to develop Halal tourism in Bangladesh from the perspective of tourists as well as management practitioners. In order to expose these, answers to the five research questions were considered necessary. This chapter answers to those questions based on the thesis findings and discussion.

8.2 Prospects of Halal Tourism in Bangladesh

Based on findings of the thesis, it can be concluded that there are tremendous prospects of the Halal tourism development in Bangladesh as it has Biswa Ijtema, abundance of Halal food and beverage, availability of praying facility, Muslim friendly environment, numerous Islamic heritage sites and destinations, availability of Ramadan services and Halal gastronomy.

Furthermore, archaeological heritages, historical and cultural heritages, world largest sea beach, world largest mangrove forest, nature-based tourism, various conference and event venues and many sports venues can attract the tourists.

8.3 Barriers for Halal Tourism Development in Bangladesh

The Halal tourism development in our country is hindered due to the diverse understanding on this concept, misconception or lack of knowledge about Halal tourism , absence of promoting Halal food and beverage, security problem, not providing proper prayer facilities, improper dress code, problem at proper accommodation, free mixing, conventional airlines/transportation, common tour packages and entertainment, absence of Halal certification authority, no proper identification of Halal food outlets, inadequate conservation of Islamic heritages, lack of highlighting Islamic heritages, lack of skilled Muslim tourist guide, lack of consistent Halal tourism strategies and policies, increasing the issue of Islamophobia, shortage of expertise knowledge, inadequate Islamic financial support and absence of Halal tourism app.

In addition, insufficient budget for tourism, poor infrastructure, shortage of tourism infrastructure development fund, absence of e-visa for tourists, lack of market information,

lacking of the coordination with other ministries, absence of training institution related to tourism, seasonal tourism, lack of specialized national entity, inefficient human resources, lack of logistic support, the problem of traffic jam, insufficient role of BPC and BTB, lack of foreign direct investment (FDI), lack of commitment from government, lack of coordination among tourism organizations, unplanned development, coordination gap with private sector, travel agency fraudulency, lack of knowledge and awareness, lack of tourism investment, lack of promotion, problem of pickpocketing, increasing competition, tourism development in selected areas, absence of sustainability concept, absence of proper monitoring and control, over dependence on government, no control over tour operators, low air connectivity, absence of educational institutions, lack of unity among the members of the organizations, corrupted officials, lack of cooperation from local authority, problem of bureaucracy, lack of coordination among various stakeholders, careless behavior of the local tourists, lacking information for the tourists, deficient parking facility, inadequate knowledge regarding environmental friendly behavior are the barriers for Halal tourism development in Bangladesh.

8.4 Potential Ways to Overcome the Barriers

The stakeholders can provide various supports to solve the barriers to the development of Halal tourism development in Bangladesh. The government along with its various ministries, departments, NGOs, NTOs and International organizations can take their integrated efforts to solve the barriers to the Halal tourism development. In order to solve problems, these organizations can take measures in terms of providing education, training, financial support, building awareness, planned development, proper utilization of law enforce agencies, and encouraging the tourists to visit. The network or relationships among the tourism stakeholders are essential for developing Halal tourism in our country.

8.5 Thesis Limitations

As a tourism research, this study is not free from its limitations also. The objective of this research was to find out the prospects, barriers and potential ways to overcome the barriers to develop Halal tourism in Bangladesh from the perspective of tourists as well as management practitioners. However, the researcher has experienced some limitations to conduct the study such as:

Qualitative information have been collected from 5 divisions only. There are 8 administrative divisions and 64 districts are there in Bangladesh. Information from every geographical area would be more representative type. However, due to time constraints all the geographic locations have not been covered.

Stakeholders' identification was a complex and difficult task for the researcher at the early stage of the research work especially to recognize them. It was unknown to the researcher prior to undertaking the research. The researcher adopted a snowball sampling method for sampling and collection of qualitative information.

This study has been conducted based on stakeholder theory and dependency theory of development. Integration of stakeholders does not only depend on power, legitimacy and urgency. Informal relation among stakeholders is also important for integration that has not been considered in this research study.

At the very beginning of the interview, four in-depth interviews were conducted in the pre-test. While discussing question number one, two and three, pre-test participants were not interested to answer these questions separately. They answered these questions while talking about the question number four and five, thereby duplicating the response. Moreover, the participants were interested to discuss about the barriers and ways of overcoming the barriers to the Halal tourism development. After discussing with the supervisors the questionnaire was modified.

The analysis of interviewed information procedure was performed based on the research questions. Most of the interviews were given by the participants in Bengali language. At the very first stage of data analysis, all recorded interviews were written in Bengali and were translated into English. Voice recorder was renewed in some areas several times for understanding the exact language of the interview participants. Sometimes, the researcher adopted narrative approach to interview data that does not mean necessarily exclusion of plausible realities. Moreover, this was ensured that the accurate, relevant meaning of the interviews was not fabricated, changed or lost at any stage.

Thematic analysis was conducted for theme development from the in-depth interview. Manual method was used for preparing and instructing the data. Due to the non-availability of NVivo software, manual method was used for catering data analysis from the interviews. The final stages of the data analysis process was linked by arranging and organizing the

researcher' own concepts and thoughts. This was achieved by building logical findings and drawing structures of the results from the data.

8.6 Future Research Agenda

The purpose of this research was to find out the prospects, barriers and potential ways to overcome the barriers to develop Halal tourism in Bangladesh from the perspective of tourists as well as management practitioners. This research was the first ever effort in Bangladesh to understand the prospect Halal tourism in context of Bangladesh so it can be used as base line for future research. It is also presumed that it can be tested for same and similar other context in future.

In case of this study, it was found that the female participants in the in-depth interview were very small number though their feedbacks might be pivotal for generalizing the explored phenomenon. Thus, significant number of female participants might be captured while attempting the future studies in this arena.

In addition, in this study only the qualitative methods of research have been adopted. Future research might initiate to apply the quantitative methods in order to understand the Halal tourism development variables in Bangladesh.

8.7 Chapter Summary

This chapter mainly includes the answers of the research questions in shortly. The prospects of Halal tourism includes Biswa Ijtema field, abundance of Halal food and beverage, availability of praying facility, Muslim friendly environment, numerous Islamic heritage sites and destinations, availability of Ramadan services and Halal gastronomy with other common tourism prospects in our country.

At the same time, there are some barriers to the development of Halal tourism including diverse understanding on this concept, absence of promoting Halal food and beverage, not providing proper prayer facilities, improper dress code, free mixing, absence of Halal certification authority, inadequate conservation of Islamic heritages, lack of consistent Halal tourism strategies and policies with other some common tourism related problems.

Various supports are required to solve those barriers including the adequate publicity of Halal assurance, providing proper prayer facilities, acceptable dress code, interest free loan, Halal certification authority and many more which can be possible through government initiatives, private organizations' footsteps and other stakeholders' cooperation.

Finally, this chapter also points the limitations of the thesis as well as future research directions.

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"Every reasonable effort has been made to acknowledge the owners of copyright material. I would be pleased to hear from any copyright owner who has been omitted or incorrectly acknowledged"

Appendices

<u>Appendix – A</u>

Introductory Letter for Respondents

My name is Md. Sohel Rana. I am undertaking this research as part of my PhD program titled: **Halal Tourism in Bangladesh: An Empirical Study** with Marketing Department under Faculty of Business Studies at University of Rajshahi, Rajshahi, Bangladesh.

Purpose of Research

The objective of this research is to find out the prospects, barriers and ways to overcome the barriers to develop Halal tourism in Bangladesh. In this regard your participation in the study is tremendously important for the completion of the research work. I do not need any confidential information; I only need your view for different aspects of Halal tourism in the context of Bangladesh.

Your Role in this Study

I am interested in finding out the prospects, barriers that restrict the development of Halal tourism and ways to overcome the barriers in Bangladesh. I will ask you about prospects and its barriers in Bangladesh. I will also be interested to know the possible solutions for overcoming the barriers. The interviewee must aged at 18 years and above. The interview process will take approximately 20 to 30 minutes. The interview will take place at your preferred place and schedule. Individual interview will be recorded with your permission. The researcher may re-visit re-interview and follow-up telephone to get further information. A summary report of your interview will be sent to you, so that, necessary rectification can be done to get accurate information as you desire to provide for this study.

Consent to Participate

Your involvement in this research is entirely voluntary. You have the right to withdraw at any stage without it affecting your rights or my responsibilities. When you sign the consent form, I will assume that you have agreed to participate and allow me to use your data/ information in this research.

Confidentiality

The information you will provide will be kept separate from your personal details and only my supervisor, co-supervisor and I will have access to it. The interview transcript will not have your name or personal details on it. In adherence to university policy, the interview records and transcripts will be kept in a locked cabinet for a while before it is destroyed.

Further Information

This research has been worked strictly in coherence with ethical research standards and legal obligations of the University of Rajshahi. If you would like further information about the study, please feel free to contact:

Supervisor:	Co-Supervisor:	Researcher:
Dr. Md. Faridul Islam	Sanjib Kumar Saha	Md. Sohel Rana
Professor & Chairman	Professor	PhD Candidate
Department of Marketing,	Department of Marketing,	Department of Marketing
Rajshahi University	Rajshahi University	Rajshahi University
Rajshahi-6205	Rajshahi-6205	Rajshahi, Bangladesh.
E-mail: mfislam2001@yahoo.com	Email: sksahamkt@yahoo.com	Email: msranamktru@gmail.com
Mobile: 01711-176148	Mobile: 01715-039746	Mobile: 01756-535681

Your participation in this research is greatly appreciated.

<u>Appendix - B</u>

Consent Form for Research Participants

Ice Breaking with the Respondent

The researcher will brief the respondent about the main objective to find out the prospects, barriers and ways to overcome the barriers to develop Halal tourism in Bangladesh. How this research can contribute to develop Halal tourism in Bangladesh in future that issue will also be highlighted at that time.

The Interviewee Signs the Consent Form

Information sheet and the consent form will be attached with the open-ended questions.

I……………………………………….agree to participate in the research titled: '**Halal Tourism in Bangladesh: An Empirical Study***,* being conducted by Md. Sohel Rana, PhD Candidate, Department of Marketing, Faculty of Business Studies, University of Rajshahi, Rajshahi, Bangladesh.

I have read and understood the description of the above-named study presented in the research information sheet. On this basis, I agree to participate in the research, and I consent to publication of the information that I provide in the thesis report with the understanding that my anonymity will be preserved. I understand also that I may withdraw from the research any stage, including withdrawal of any information I have provided.

I also agree that, with my permission, the researcher may electronically record the interview; or manually take notes of the interview for the purpose of data analysis in this PhD thesis.

I understand that I am mature enough (at least 18 years old) to participate in the research.

Name------------------------------

Signature----------------------

Date---------------------------

<u>Appendix - C</u>

Questionnaire for the Field Study
PhD in Tourism Marketing
"Halal Tourism in Bangladesh: An Empirical Study"

Dear Sir/Madam

Asslamu Alaikum. My name is Md. Sohel Rana, PhD Candidate under Department of Marketing, Faculty of Business Studies at University of Rajshahi, Bangladesh. I am conducting a research on Halal tourism titled, **"Halal Tourism in Bangladesh: An Empirical Study"**. The objective of this research is to explore the prospects of Halal tourism in Bangladesh with mentioning its barriers and also the potential ways to overcome the barriers for developing Halal tourism in context of Bangladesh. In this regard your participation in the study is tremendously important for the completion of the research work. I do not need any confidential information; I only need your view for different aspects of Halal tourism in the context of Bangladesh.

The researcher will assure the confidentiality and anonymity of your participation and the information will be used only for academic purpose toward obtaining PhD degree. Neither your name nor that of your organization will be recorded and disclosed in any part of the report. Your participation in this study is completely voluntary and you are under no obligation to participate.

Your cooperation in this research thesis will be greatly appreciated.

Your sincerely,

Md. Sohel Rana
PhD Candidate
Dept. of Marketing, Faculty of Business Studies
University of Rajshahi, Bangladesh.

Part I

In-depth Interview Questionnaire (For Tourist)	**In-depth Interview Questionnaire (For Management Practitioners)**
There should have some introductory questions:	There should have some introductory questions:
Introductory questions	**Introductory questions**
a. What is your name?	a. What is your name?
b. What are you doing?	b. What are you doing?
c. Please tell how many times you are visiting this tourist place?	c. Please tell for how many years you are doing this job/business?
The final set of questionnaire is as follows:	**The final set of questionnaire is as follows:**
1. What's your idea regarding Halal tourism?	1. What's your idea regarding Halal tourism?
2. What are the prospects of Halal tourism development?	2. What are the prospects of Halal tourism development?
3. Have you faced any problem to maintain Islamic Shariah in this tourist site?	3. What are the barriers regarding Halal tourism development?
4. How can these problems can be solved?	4. What supports are required to solve these barriers?
5. What would be the roles of stakeholders to develop Halal tourism in this area?	5. What would be the roles of stakeholders to develop Halal tourism in this area?

Part II

Basic Profile Form

Demographic characteristics:

1. Your gender: ☐ Male ☐ Female

2. Your age group: ☐ 20-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ Above 60

3. Your occupation:

4. Where are you come from?

5. Your email/contact (optional):

<u>Appendix- D</u>

<u>Questionnaire (For Quantitative Part)</u>

Please provide answers to the following questions by ticking (√) against the most suitable alternative or giving narrative responses in the spaces provided.

<u>Part I</u>

Your Gender	☐ Male ☐ Female
Your Education	☐ Under Graduate ☐ Graduated ☐ Post Graduated
Your Age group (Years)	☐ Less than 20 ☐ 20 to 30 ☐ 30 to 40 ☐ 40 to 50 ☐ More than 50
Your Profession	☐ Student ☐ Businessman ☐ Job Holder ☐ Others
Nationality/From	☐ Local ☐ Abroad
Purpose of visiting	☐ Religious Motivation ☐ Leisure ☐ Business
Contact/Email (Optional)	

Part II

(Tourist's Expectation)

Please read the following and tick (√) the desired one.

1 = Very Unimportant, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Very Important

SL No.	Description	Very Unimportant	Unimportant	Neutral	Important	Very Important
	Tangibles					
1	Islamic attributes of the destination	1	2	3	4	5
2	Appearance of the praying facilities	1	2	3	4	5
3	Islamic dress code of the service providers					
4	Availability of segregated areas for women	1	2	3	4	5
	Reliability					
5	Responses will be accurate and consistent	1	2	3	4	5
6	Halal tourism service providers will show a sincere interest in solving your problems	1	2	3	4	5
7	They will solve your problems timely	1	2	3	4	5
	Responsiveness					
8	Halal tourism service providers will give prompt service to you	1	2	3	4	5
9	They always be willing to you	1	2	3	4	5
10	They never be too busy to respond to your requests	1	2	3	4	5
11	Speed and efficiency of service	1	2	3	4	5
	Assurance					
12	Halal tourism service providers will instill confidence in you	1	2	3	4	5
13	You will feel secure in the destination	1	2	3	4	5
14	They will be consistently courteous with you	1	2	3	4	5
15	Overall knowledge of the service providers regarding Halal tourism services	1	2	3	4	5
	Empathy					
16	Halal tourism service providers will give each tourist individual attention	1	2	3	4	5
17	They will have operating hours convenient for all tourists	1	2	3	4	5
18	They will give tourists personal attention	1	2	3	4	5
19	They will have the tourist's best interest at heart	1	2	3	4	5
20	They will understand the specific needs of tourists.	1	2	3	4	5

Part III

(Tourist's Perception)

Please read the following and tick (√) the desired one.

1 = Very Dissatisfied, 2 = Dissatisfied, 3 = Neutral, 4 = Satisfied, 5 = Very Satisfied

SL No.	Description	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	Tangibles					
1	Islamic attributes of the destination	1	2	3	4	5
2	Appearance of the praying facilities	1	2	3	4	5
3	Islamic dress code of the service providers					
4	Availability of segregated areas for women	1	2	3	4	5
	Reliability					
5	Responses were accurate and consistent	1	2	3	4	5
6	Halal tourism service providers showed a sincere interest in solving your problems	1	2	3	4	5
7	They solved your problems timely	1	2	3	4	5
	Responsiveness					
8	Halal tourism service providers gave prompt service to you	1	2	3	4	5
9	They always were willing to you	1	2	3	4	5
10	They never were too busy to respond to your requests	1	2	3	4	5
11	Speed and efficiency of service	1	2	3	4	5
	Assurance					
12	Halal tourism service providers instilled confidence in you	1	2	3	4	5
13	You felt secure in the destination	1	2	3	4	5
14	They were consistently courteous with you	1	2	3	4	5
15	Overall knowledge of the service providers regarding Halal tourism services	1	2	3	4	5
	Empathy					
16	Halal tourism service providers gave each tourist individual attention	1	2	3	4	5
17	They had operating hours convenient for all tourists	1	2	3	4	5
18	They gave tourists personal attention	1	2	3	4	5
19	They had the tourist's best interest at heart	1	2	3	4	5
20	They understood the specific needs of tourists.	1	2	3	4	5

Thank you very much for taking time to fill out the questionnaire.

Appendix- E

Aim and Objective of National Tourism Policy of Bangladesh Declared in 2010

Main aim and objective of the tourism policy is to establish tourism industry as one of the developing and sustainable sectors through generating employment, socio-economic development by involving local people with local government organizations, maintain ecological balance and protect bio-diversity. Other aims and objectives are as follows:

i) Include tourism in national development strategy, policy and programmes;

ii) A well planned development and maintenance of tourism in Bangladesh;

iii) Prepare an integrated tourism plan to develop tourism; prepare and implement short, mid and long term work plan and strategic paper;

iv) Prepare national, regional and zonal master plans to develop tourism industry;

v) Categorize tourist products as per international demand; develop and promote the products in accordance with market demand;

vi) Identify the tourism attractions, develop and take marketing drive;

vii) Ensure tourism contribution to poverty alleviation through its development and generate employment;

viii) Ensure significant contribution to national economy from tourism;

ix) Ensure private sector participation in tourism development while government taking the role of facilitator and develop tourist attractions and the industry as a whole, with joint effort of government and private sector;

x) Ensure tourist attraction and service standard; enact law and update;

xi) Prepare proper ground for local and foreign investment; provide ancillary facilities to waive tax and lend money as and when necessary;

xii) Initiate vigorous campaign to attract foreign tourists;

xiii) Take integrated steps to attract foreign tourists;

xiv) Take steps for integrated marketing, build image of the country, and embassies abroad should be given specific responsibilities with tourism marketing and promotion;

xv) Ensure coordination among ministries and stakeholders to develop and flourish multidimensional tourism in Bangladesh;

xvi) Engage local government agencies to develop, expand and manage tourism;

xvii) Socio-econornic development of remote local community by developing niche tourism products including Chittagong Hill Tracts;

xviii) Preserve local culture and heritage, turn those into tourist products and start publicity and marketing activities;

xix) Diversify the tourist attractions including the development of rural, riverine, agricultural, health, sports, and alternative and community tourism;

xx) Development and maintenance of tourism products by developing eco-tourism while maintaining ecological balance;

xxi) Develop economy domestic tourism;

xxii) Establish and expand quality training institutes for tourism and hospitality industry and develop skilled human resources;

xxiii) Prepare a master plan for research, make marketing work plan for the development of tourism industry;

xxiv) Ensure easy access to data and information on Bangladesh Tourism in internet and introduction of TT in tourism industry;

xxv) Attract foreign tourists by creating and declaring Exclusive Tourist Zone (ETZ);

xxvi) Ensure overall safety for tourists;

xxvii) Create tourism friendly facilities;

xxviii) Provide financial and institutional support to prepare souvenirs on tourism spots;

xxix) Take integrated regional and sub-regional work plan including SAARC and BIMSTEC countries:

xxx) Increase cooperation with all tourism related international bodies including World Tourism Organization (UNWTO) and increase number of assistance from them.

Source: Ministry of Civil Aviation and Tourism. 2010.
http://parjatan.portal.gov.bd/sites/default/files/files/parjatan.portal.gov.bd/policies/401cea95_b71f_4591_a77d_81eb95e689f6/2020-06-21-12-42-ab744be9913f6906fce79ecee1354d9a.pdf (Accessed on 15 March, 2021)

Appendix- F

Mapping the Global Muslim Population
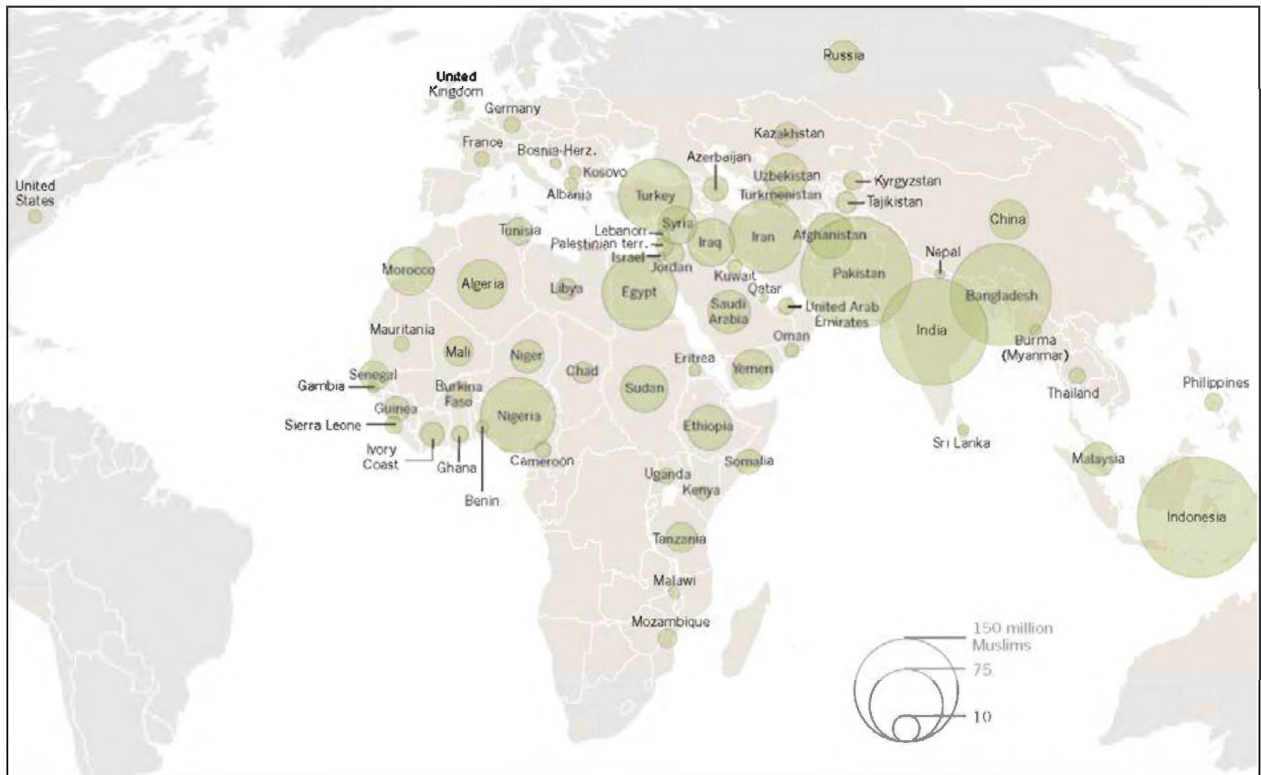
Source: Pew Research Center, "Mapping the Global Muslim Population: A Report on the Size and Distribution of the World's Muslim Population," © 2009, http://www.pewforum.org/mapping-the-global-muslim-population.aspx. Only countries with more than 1 million Muslims are shown.

Appendix – G

Global Muslim Population

Table 1. Muslim Populations of the world (Countries over 1,000,000 Muslims) Estimated 2009 Muslim Population	Percentage of the population that is Muslim	Percentage of world Muslim Population	Estimated 2009 Muslim Population	Percentage of the population that is Muslim	Percentage of world Muslim Population
Asia-Pacific	**972,537,000**	**24.10**	**61.9**	Tunisia	10,216,000	99.5	0.7
Afghanistan	28,072,000	99.7	1.8	United Arab Emirates	3,504,000	76.2	0.2
Azerbaijan	8,765,000	99.2	0.6	Yemen	23,363,000	99.1	1.5
Bangladesh	145,312,000	89.6	9.3	**Sub-Saharan Africa**	**240,632,000**	**30.10**	**15.3**
Burma (Myanmar)	1,889,000	3.8	0.1	Benin	2,182,000	24.4	0.1
China	21,667,000	1.6	1.4	Burkina Faso	9,292,000	59	0.6
India	160,945,000	13.4	10.3	Cameroon	3,498,000	17.9	0.2
Indonesia	202,867,000	88.2	12.9	Chad	6,257,000	55.8	0.4
Iran	73,777,000	99.4	4.7	Eritrea	1,854,000	36.5	0.1
Kazakhstan	8,822,000	56.4	0.6	Ethiopia	28,063,000	33.9	1.8
Kyrgyzstan	4,734,000	86.3	0.3	Gambia	1,625,000	~95	<1
Malaysia	16,581,000	60.4	1.1	Ghana	3,787,000	15.9	0.2
Nepal	1,231,000	4.2	0.1	Guinea	8,502,000	84.4	0.5
Pakistan	174,082,000	96.3	11.1	Ivory Coast	7,745,000	36.7	0.5
Philippines	4,654,000	5.1	0.3	Kenya	2,793,000	7	0.2
Sri Lanka	1,711,000	8.5	0.1	Malawi	1,955,000	12.8	0.1
Tajikistan	5,848,000	84.1	0.4	Mali	12,040,000	92.5	0.8
Thailand	3,930,000	5.8	0.3	Mauritania	3,261,000	99.1	0.2
Turkey	73,619,000	~98	4.7	Mozambique	5,224,000	22.8	0.3
Turkmenistan	4,757,000	93.1	0.3	Niger	15,075,000	98.6	1
Uzbekistan	26,469,000	96.3	1.7	Nigeria	78,056,000	50.4	5
Middle East-North Africa	**315,322,000**	**91.20**	**20.1**	Senegal	12,028,000	96	0.8
Algeria	34,199,000	98	2.2	Sierra Leone	4,059,000	71.3	0.3

Source: Pew Research Center, "Mapping the Global Muslim Population: A Report on the Size and Distribution of the World's Muslim Population," © 2009, http://www.pewforum.org/mapping-the-global-muslim-population.aspx. Only countries with more than 1 million Muslims are shown.

Appendix – H

Bangladesh Tourist Map

The End

Barriers for Developing Halal Tourism in Bangladesh: An Empirical Study

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Abstract

Tourism is a growing contributing industry to the economy in many developing countries like Bangladesh. In this perspective, Halal tourism can be the key focus area by attracting the Muslim tourists from all over the world similar to many other Muslim majority countries in Asia and Middle East. Due to proper attention of the concerned authority the development of Halal tourism is still in its immature stage in our country. This study tried to find out various barriers for developing Halal tourism practices in Bangladesh. The qualitative data was collected for this study through in-depth interview from the Muslim tourists as well as management practitioners from the different tourism destinations. The government of Bangladesh should take necessary steps to develop halal tourism and take benefits from this growing industry to its economy.

Keywords: *Halal Tourism, Development, Barriers, Bangladesh.*

1.   Introduction

Halal tourism is becoming one of the new products in the tourism industry which can be significant to the Muslim majority countries like Bangladesh. Halal tourism industry has shown a great potential to be a successful new source of economic growth for many Muslim as well as non-Muslim countries. Halal tourism is any object or action which is permissible to be used or engaged by Muslims according to the Islamic teachings in the context of tourism industry (Battour, 2016). Although halal tourism is a relatively recent phenomenon, Halal holidays for leisure purposes are estimated to be one of the fastest growth sectors in the industry (Wingett & Turnbull, 2017). Though Bangladesh is a Muslim majority country but the concept of Halal tourism here is not introduced well like other Muslim majority countries in the world. Bangladesh has huge potentials to enlargement its halal tourism segment and contribute to economic development through earning from Muslim tourists from home and abroad.

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2.   Related Literature Review

2.1   Tourism in Islam

In Islam, making a pilgrimage that requires Muslims to travel far from their home has been a ritual practiced by Muslims for centuries. For example, travelling to Mecca for the Hajj pilgrimage in the Kingdom of Saudi Arabia at least once in a life time is one of the orders described in the five pillars of Islam.

However, travelling in Islam does not always necessarily refer to the Hajj pilgrimage: it can also refer to leisure and/or any other activities. One surah in the Qur'an—named surah Al-Ankabout (literally, the spider)—explains one purpose of tourism: consideration and contemplation. The following surah asks Muslims to travel the world to contemplate the creation of God:

"Travel through the earth and see how Allah did originate creation; so will Allah produce a later creation: for Allah has power over all things." (Surah Al-'Ankaboot 29: 20)

"Travel through the earth and see what was the end of those who rejected Truth" (Surat Al-An'am 06: 11).

"Do they not travel through the earth, and see what the end of those before them was?" (Surah Mohammed 47: 10).

Above these are some of the verses from the holy Quran where it stimulates the mankind to travel and to see the creations of the creator Allah (swt). So, Islam and tourism are very closely related with each other. Hence it can be suggested that Islam as a religion supports its adherent seeing the world, and that this behavior later developed into Islamic tourism, Muslim tourism and then Halal tourism.

When traveling to another place, every Muslim is supposed to refrain from any behavior that may dilute their faith and infringe the Islamic law. Islam determines what food and drinks are lawful or permissible and are allowed to be consumed by Muslims (known as Halal), the way to dress, what entertainments may be seen, and how to behave. It also forbids gambling, financial transactions that involve the giving or taking of interest, and any kind of personal relationships.

2.2   Muslim Populations and Global Halal Tourism Market

The advance of Muslim population is fast and constant around the world. As per Pew Research, there were almost 1.6 billion Muslims globally in 2010 and this figure is projected to hit 2.8 billion in 2050, which is almost 30% of the world's total population (Economist, 2011). Since Islam is the second largest religion with stable growth of followers, the growth of this population is projected to reach 25.13% in 2020 and 33.14% by 2075 (Kettani, 2010). It is expected to make up 26 percent of the world's population by 2030. By 2050, this Muslim population increase will be faster than the world's population as a whole (Pew Research Center, 2011).

Implemented Shariah practices related to the tourism sector are in its early stages, just as Islamic banks were before conquering a substantial market share in the international banking market. Halal tourism as a business opportunity is expected to become one of the most flexible types of tourism (Chitakasem, 2007). Though halal tourism is a moderately contemporary phenomenon, halal holidays for leisure purposes are projected to be one of the fastest advance segments in the industry (Wingett & Turnbull, 2017). Muslim travel market is on course to continue its fast-paced growth to reach US$ 220 billion by 2020 and it is expected to grow a further US$ 80 billion to reach US$ 300 billion by 2026 (GMTI, 2018). In 2017, there were an estimated 131 million Muslim visitor arrivals globally – up from 121 million in 2016 – and this is forecasted to grow to 156 million visitors by 2020 representing 10 percent of the travel segment (GMTI, 2018). According to Pew Research Center (2011), Halal tourism will be continuing as lucrative business because of the facts from the demand side. The Muslim population continues to be the fastest growing religious segment in the world. Facts show that Muslims constitute a global market of approximately 230 million travelers by 2026 as potential customers (GMTI, 2019).
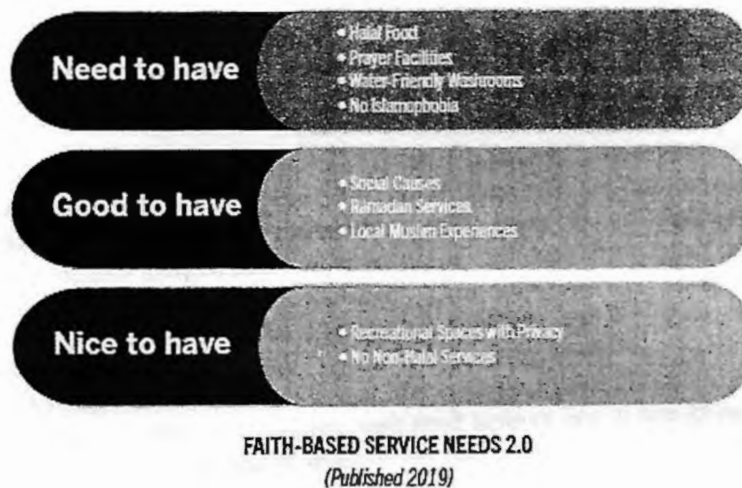
2.3   *Elements of Halal Tourism*

In the literature, numerous expressions have been used to describe the Halal tourism in tourism and hospitality service; namely Halal Tourism, Islamic Tourism, Muslim-Friendly Tourism, Halal Friendly Tourism and Shariah Tourism. Many studies have been done in many Muslim as well as non-Muslim countries to know the elements to develop Halal tourism. Though Bangladesh is a Muslim majority country but here is very few study regarding this issue yet surprisingly and these studies absolutely not this issue rather related to this issue.

Halal tourism refers to any religious travel such as Umrah, Hajj or visiting to any religious or Holy sites (Muhammad 2008). Furthermore it includes any activities that permissible in Islamic Shariah. Therefore the elements of Muslims friendly tourism are halal friendly hotel, halal transportations (halal airlines), halal food premises, Islamic tour packages or any other halal activities such as halal logistics and Islamic finance which support it in order to develop the niche of halal tourism product in future (Zulkifli et al., 2011). Muslim travelers' requirements are halal food, restaurants, accommodation, transport preferences, the provision of prayer facilities, separate facilities for males and females, alcohol free bars and other amenities (Oktadiana, Hera, Pearce, Philip L. & Chon, Kaye 2016).

Muslim travelers' requirements in terms of prayer also receive plenty of attention, although the researchers note a lack of focus on festivals and holidays that are important to the Muslim community. In particular, they point to neglect in the consideration and management of Eid-ul-Fitr, the celebration at the end of Ramadan (Oktadiana, Hera, Pearce, Philip L. & Chon, Kaye 2016). Greater attention could also be paid to certain aspects of the verbal and non-verbal components of communication. Although certain key Muslim needs, such as the rules about food, receive adequate coverage, there is little mention of appropriate forms of address, rules about touching, using the right hand to pass objects and preferences for social distance and eye contact. The researchers explain that

non-verbal communication also includes acceptable Muslim dress codes and principles for covering the body. Host communities could benefit from specific advice on these issues, moderated according to the different requirements of the tourists' countries of origin (Oktadiana, Hera, Pearce, Philip L. & Chon, Kaye 2016). Battour et al. includes many aspects of Muslim tourists' by defining halal tourism as a type of religious tourism that represents allowable activities under the Islamic teachings in terms of behavior, dress, conduct, and diet (Battour et al. 2012). Halal tourism is offering facilities to cater for Muslim religious considerations and address Muslim needs. This tourism includes the Shariah based components in accommodations, transportation, food premises, finance, tour packages and other activities (Chandra, 2014). Numerous activities and services of halal tourism are becoming famous and popular in the tourism industry due to tourists demand and satisfaction. Some Muslim countries highlight their tourism destinations as 'Muslim friendly destinations' to attract Muslim tourists (Battour and Ismail, 2015). These countries are offering Shariah compliant' hotels to the tourists with Qibla direction, halal food and beverages (Carboni et al., 2014). The food suppliers are using halal chicken and halal meat for Muslim tourists to fulfill their needs. Muslim friendly applications such as accommodations, products, services, packages and restaurants are providing in a smart phone to help the tourists (Stephenson, 2014). Muslim friendly airports and halal holidays (Battour and Ismail, 2015) are the best practices to satisfy Muslim tourists. Separate recreation facilities for women such as swimming polls, beach activities, bathing suits, prayer rooms, spa with halal cosmetics are attracting the Muslim women tourists. Malaysia and Turkey have launched another halal tourism activity namely Muslims friendly cruise is to attract the tourists (Salama, 2016).

Figure 2.3.1: Several Components of Halal Tourism

Need to have
- Halal Food
- Prayer Facilities
- Water-Friendly Washrooms
- No Islamophobia

Good to have
- Social Causes
- Ramadan Services
- Local Muslim Experiences

Nice to have
- Recreational Spaces with Privacy
- No Non-Halal Services

FAITH-BASED SERVICE NEEDS 2.0
(Published 2019)

Source: Global Muslim Travel Index (2019, p. 13)

3.   Objectives of the Study

The main objective of this study is to find out barriers for developing Halal tourism in Bangladesh. Also this study tried to explore the concept of tourism in Islam, global Halal tourism market and elements of Halal tourism with the help of existing literature.

4.   Methodology of the Study

As the focus of this study is to find out barriers for developing Halal tourism in Bangladesh, so the researcher used in-depth interview method in this study to collect qualitative primary data from the Muslim tourists as well as management practitioners of tourism in Bangladesh. Purposive sampling techniques were adopted to reach the respondents. Before starting the interview, respondents were asked for the consent. The interviews with the Muslim tourists were conducted while they were visiting the destinations or sites.

From the October 15, 2019 to January 20, 2020 the interviews were conducted. The total number of conducted interviews was 23. Each interview was minimum 18 to maximum 22 munities in length. All the interviews were recorded by the researcher with prior permission from the interviewees. Respondents were asked research objectives related questions by an open-ended question. Therefore the interviews were conducted in Bengali and very few in English; the researcher translated each Bengali interview in English. Thematic analysis was conducted to develop common themes based on the issues relevant to the research objectives. The data analysis identified main themes and possible links between them. Data analysis was forthright in the sense that the researcher reached a high level of agreement on the developing themes. And the secondary data used in this study were collected from various books, journal articles, daily newspapers, websites, etc.

5.   Findings of the Study

The following parts discuss barriers for developing Halal tourism in Bangladesh:

5.1   *Absence of Promoting Halal Food and Beverage*

Bangladesh as a Muslim country provides foods and beverages most of which are halal in general due to Muslim's common values and norms. As foods and beverages are considered as important element of tourism, Muslim tourists are not exception from this. The major difference between Muslim and non-Muslim tourists are issue of halalness of the same. The Muslim tourists prefer the halal one. Many of the Muslim countries have successfully promoting their tourism by focusing the aspect of halalness of their food and beverage for tourists in order to attract Muslim tourists from different countries of the world. In this present study, it was attempted to know the views of some selected Muslim tourists and it was evident from their opinions that they got halal foods and beverages in most cases but the same was not focused in any way in the promotional activities of the destination marketers of Bangladesh tourism. So, the problem does not lie in providing halal food and beverage, rather it's a problem of proper promotional activities. Based on

the result, it can be recommended that Bangladesh destination marketers should have proper promotional initiatives highlighting the assurance of providing halal foods and beverages for attracting Muslim tourists to our destination.

5.2   Not Providing Proper Prayer Facilities

In most of the destinations and sites of our country the prayer facilities are available but it is not sufficient. There are absence of washed mats, Qibla direction, proper wudhu facility, prayer time announcement etc. Some Muslim tourists claimed that the prayer mats in the Mosque is too much dirty and emphasized to wash the prayer mats regularly. Some of them said about to ensure the proper wudhu facility in the Mosque. Many of the foreign Muslim tourists were talked about the absence of Qibla indicator and it creates problem for them as they travelled from country to country. In reality, there is no Qibla direction in the praying place of our destinations and sites. So, the tourism marketer of our country should set up Qibla indicator in various destinations and sites that would help the foreign Muslim tourists to find out the Qibla direction in the destinations places and sites.

5.3   Problematic Dress Code

We know Islam provides dress code for the Muslims both for male and female. Many of the tourists talked about the dress code of the other tourists as well as the management practitioners. In the current study, it was found that the Muslim tourists were annoyed at the unlawful dress code of the residential hotel receptionists and the others guests also. Short dresses of female tourists disturbed the Muslim tourists in the sea beach. Some of the Muslim tourists recommended to separate the halal tourism spot from the usual place in the sea beach area.

5.4   Problem at Accommodation

Though the accommodation facility is good enough for the tourists in our country but the existing problem for the Muslim tourists at staying in the hotel where the Islamic *Shariah* is not practiced is a big issue for them. Some of the tourists talk about the accommodation problem like allowing male and female guests in the same floor, allowing bachelor and married couple in the same floor and so on. And they also talked about to solute these problems by separating the male and female guests into different floor, separating bachelor and married couple into different floor and so on.

5.5   Free Mixing

In any destination of our country the tourism marketer has to control the issue of modern free mixing to develop halal tourism as it is a *Shariah* instruction. Muslim tourists from home and abroad will not consistent with free mixing as it is prohibited in Islamic manner. But most of the tourism destinations and sites of our country are not free from free mixing as the Muslim tourists claimed. Even the Islamic heritage sites are not out of it. Basically, many youth boys and girls were gossiping in the destination places that were indicated by the Muslim tourists. So, the authority should take proper action in this regard to give pleasure to the Muslim tourists.

5.6 Conventional Transportation/Airlines

Many halal tourism practices countries provide halal transportation or commonly known as halal airlines to Muslims tourists to attract tourist from all over the world especially from the Muslim world. They provide Muslim friendly services like halal food, fruit juices in replace of alcohol, separating the passengers as per gender and so on. The most annoying matter of the Muslim tourists is to get services from the women air hostess who dressed up is not in an Islamic manner as some of the foreign Muslim tourists said. Some Muslim tourists said about the separation of air flight from the usual air flight in the time of *Biswa Ijtema* in every year.

5.7 Common Tour Packages and Entertainment

The content of the halal tour packages must be based on Islamic principles. It should include visits to the Islamic monuments, heritage sites, remarkable mosques, promote event during the month of Ramadan and visitation to the local Muslim communities and mosques. In the present study, it was found that many tour operator of our country arranged many entertainment and enjoyment programs for the tourists but most of these programs break the Islamic *Shariah* law. So it is recommended that, the tour packages and entertainment programs for the Muslim tourists should be separated from the common tour packages and programs. And special entertainment facility can be arranged for Muslim tourists only like Quran reciting competition, description of *Seerah*, describing the *Tafseer* and so on.

5.8 Absence of Islamic Finance

Though the Islamic finance is available in Bangladesh in many sectors but the tourism sector is not considered as a good place for financing. This hinders the halal tourism development in Bangladesh. Some management practitioners especially small business entrepreneur emphasized on interest free loan for providing goods and services to the tourists in the destination area. In this study, it was found that some of the businesspeople who supply goods and services to the tourists claimed that many other sectors of our economy get interest free loan but this potential sector is out of interest free loan. They recommended to include the tourism sector into the interest free loan list for developing the halal tourism in Bangladesh.

5.9 No Halal Certification Authority

As halal certification is an integral part of the promotion of halal tourism for any country so the concerned authority of Bangladesh should take necessary actions in this regard as like other halal tourism hubs in the world. About all of the OIC member countries developed a halal certification authority to develop halal tourism. Many Muslim tourists from the non-Muslim countries were confused to take meal because they are used to halal certification meal in their home country. So it creates a problem in our tourism destination's hotels and restaurants. Some hotel managers said about the halal certification issue in Bangladesh. They said there in no halal certification authority in our country absolutely. They are waiting with eagerness for a halal certification institution that will help to develop halal tourism in our country. So the government should take necessary steps in this regard as soon as possible.

6.   Conclusion

The global Halal tourism market is growing day by day, it is essential for Bangladesh to develop a framework for the Muslim tourists to attract them from all over the world. In order to develop the Halal tourism concept in Bangladesh, this study has described the barriers those must be eradicated. It is important for individuals and organizations involved in the tourism and hospitality industries in Bangladesh to be more aware of providing and promoting the Muslim friendly products and services to the Muslim tourists to develop Halal tourism in our country. Our country has huge opportunities to develop the fast growing halal tourism concept due to the increasing number of Muslim local visitors and foreign travelers.

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Halal Tourism Development in Bangladesh: The Conceptual Issues

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Abstract

Understanding the concepts of halal tourism will have a momentous bearing on the attaining sustainable development goal and employment opportunities for them who are involved in its development process. Thus, the concept of halal tourism can stimulate the conventional concepts of tourism, and bring socio-economic and environmental well-being of the host community ensuring sustainable development of a particular country. However, research on halal tourism is extremely limited in different context. Thus, the aim of this paper is to identify the prospects of halal tourism development in Bangladesh. The study has been conducted based on secondary sources of information. Meta analysis reveals that halal tourism is one of the most prospective tourism sectors in Bangladesh that can bring Muslim tourists from the whole world. This paper identifies some weaknesses of halal tourism development and provides some recommendations to overcome those weaknesses. For the development of this potential sector, it needs proper policy formulation, infrastructure development, investment for halal services and facilities in the destination areas as well. Finally, this paper focuses on how halal tourism of Bangladesh can be advanced through appropriate tourism policy whilst also ensuring involvement of the host community.

Keywords: *Halal Tourism, Muslim Tourists, Conceptual Issues, Bangladesh.*

1. Introduction

From the time when the independence of Bangladesh, the government of Bangladesh has been giving outstanding consideration on some essential sectors like agriculture, manufacturing, infrastructure, readymade garments, service sector, SME sector etc. But tourism, as a significant revenue making segment, has botched to pull accurate consideration of the concerned authorities in Bangladesh. Halal tourism development in Bangladesh is not at all measured at any level, either in public or in private sector. The National Tourism Policy of 1992 and 2010 did not also reflect the halal tourism concept and the development of halal tourism there. But the development of a strong concept on halal tourism development involving the Muslim community there is absolutely useful for

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a country like us where Bangladesh is the world's fourth largest population of any country, the Muslim population is approximately around 148 million (Worldatlas, 2019). As like Indonesia, Malaysia; Bangladesh also be a halal tourism hub for the Muslim tourists as well as non-Muslim tourists. Bangladesh has huge potentials to flourish its halal tourism sector and contribute to economic development through job creation, earning from foreign Muslim tourists, empowerment of local people, and protection of environment, Muslim society, Islamic culture, etc. There are a large number of Islamic heritage sites in Bangladesh and visitors can find unique designed mosques, tombs, shrines in almost all the areas of Bangladesh.

2. Objective of the Study

- ✓ To get a conceptual idea on halal ltourism and its development in Bangladesh;
- ✓ To find out the significance of halal tourism development in Bangladesh and its current scenario;
- ✓ To identify the weaknesses of halal tourism development in Bangladesh; and
- ✓ To provide some guidelines for the development of halal tourism in Bangladesh and the involvement of host community in halal tourism activities.

3. Methodology

This study is mainly conceptual in nature. Qualitative analysis has been conducted based on the relevant issues and secondary information to understand the concept of halal tourism development in Bangladesh. For the purpose of analysis the data have been collected mainly from different publications of Bangladesh Parjatan Corporation (BPC), Bangladesh Tourism Board (BTB), Bangladesh Bureau of Statistics, World Tourism Organization, World Travel and Tourism Council, OIC publications and Global Muslim Travel Index report by Mastercard & Crescentrating. Besides, books, journal articles, daily newspapers, websites, etc. have also been used widely. As meta-analysis is the procedure for combining data from multiple studies to know the previous study areas as well as the available opportunity for future study so this study primarily based on this methodology which ensured the paucity of halal tourism perspective in Bangladesh.

4. Literature review

The available and relevant literatures on this area have been reviewed and summarized here. The term of halal tourism in the literature generally equated with terms such as Islamic tourism, Shariah tourism, Shariah travel, halal-friendly tourism destination, Muslim-friendly travel destinations, halal lifestyle, and others (Jaelani, 2017). The instance of Halal tourism as previously known, the Hajj (the central pilgrimage) is a journey mandatory for every Muslim who has touched the age of puberty and is of sound mind, and this must be performed at least once in one's life provided that he or she is physically capable and has the means to do so (Jafari and Scott, 2014). On the other hand, it is claimed that Islamic tourism attracts many travelers entirely interested in what is termed 'Islamic culture' (Henderson, 2009; Javed, 2007). Zamani-Farahani and Henderson (2010) in the same study reported that Islamic tourism could be extended to target non-Muslims which is against their definition of Islamic tourism. However, in line

with Al-Hamarneh and Steiner (2004) Zamani-Farahani and Henderson (2010) highlighted the benefits of Islamic tourism for non-Muslims tourists visiting the Muslim world.

The space of halal tourism is not solely designed for only Muslims, but inclusively covers the services for all tourists (Muslim and non-Muslim). Additionally to the good servicing practices, the core of halal tourism stresses on the principles of Shariah compliant aspects in both tourism management and services (Jaelani, 2017). The improvement of the concept of Halal tourism in the recent years denotes the vibrant growing demand from the Muslim tourist market.

As a niche market halal tourism includes; halal hotel services, halal services of airlines, halal food services in restaurants, halal activities of tour packages and halal financing (Zulkifli et al., 2011). Beside these, halal tourism also includes gender segregation. Islamic instruction insists on strict gender segregation, especially with regards to public facilities. This has been in practice since the time of the Prophet Muhammad, where the mosques during those times were segregated, with different sections for both men and women (Jibreen, 1996). The prohibition of free mixing of men and women is firmly stated in the Quran (Al-Ahzab: verse 53). Both men and women are also required to dress conservatively in public spaces; Muslim men are obliged to cover their torsos and upper legs, while women need to cover their entire bodies leaving only their hands and faces exposed (Din, 1989).

Muslim tourists can get many benefit from halal tourism and it helps tourists to reduce boring, anxiety, tension and rest their mind, as well as souls from any quandaries. Muslim tourist can gain knowledge and information by thinking the beauty of Allah's (swt) creations (Al- Hamarneh & Steiner, 2004). All alive things in this world are made from water (Al-Quran 21:30). Islamic tourists should think about the initiation of this creations. Islamic tourists should also visit the historical places to learn the history of past generations.

Saudi Arabia has been the most important international tourism destination mainly due to the annual pilgrimage to *Makkah* by Muslims worldwide (Ahmed, 1992). The concept of multi-ethnic-oriented cultural and pilgrim tourism has been the main focus of tourism development in Saudi Arabia (Al-Hamarneh and Steiner, 2004). Billions of dollars were transferred internationally every year for the transportation, accommodation, entertainment, food and beverages in the tourism industry (Ahmed, 1992). Over the recent decades, Saudi Arabia has shifted their tourism development beyond the Islamic traditional pilgrimage (Al-Hamarneh and Steiner, 2004).

According to the Global Muslim Travel Index (GMTI) in 2018, Malaysia stays to top for the ninth time in a row. The country has constantly been able to keep its standing amongst the main three themes of Family-friendly holiday and safe travel destination Muslim-friendly services and conveniences at the destination, and halal awareness and destination marketing (GMTI, 2018). In the prior era, Malaysia put in a lot of dynamisms in enlightening halal tourism in Malaysia and the effort meeting for the great accomplishment of Malaysia in halal tourism field. Tourism Malaysia endorsed the

country's booming Halal industry and growing Islamic tourism. Government of Indonesia also concentrations on halal tourism for the past few years. In the development of halal tourism, the Law of Ministry of Tourism No.2/2014 on guidelines for implementation of Shariah hotel business, article 1, which referred to the principles of Shariah law as restricted fatwa and/or approved by the Indonesian Ulama Council (Majelis Ulama Indonesia, MUI). Halal tourism in Indonesia has respectable economic prospects as part of the national tourism industry (Jaelani, 2017).

The Iran Islamic Revolution gave a great impact to the tourism industry (Arasteh and Eilami, 2011). The government had made a clear statement to only earn revenue from halal sources. Iran want to make the halal tourism as an emerging economic powerhouse to materialize the goal of attracting 20 million tourists annually by 2025 (TehranTimes, 2017). Though the halal tourism concept in Turkey is primarily useful in the accommodation facilities but Turkey has been the key reference point for other Middle East countries in developing the halal tourism concept and continues to improve their services in this concept (Duman, 2011; Carboni et al., 2017).

Beside the Muslim countries some non-Muslim countries also have taken actions regarding Muslim friendly facilities and services to attract Muslim travelers' from all over the world. Like, Thailand's halal tourism has deemed to be one of the unique strategies to promote and develop of its sustainable tourism since 2015. It is anticipated that Muslim tourists will increase to 150 million by 2020 or equivalent to 11% of the overall tourism industry and projected to be worth 6.7 trillion Thai baht ($200 billion) (Piyachat Puangniyom, 2017). The Halal market is growing in prominence day by day in New Zealand. Projected travel expenditure values are at US$195 million for 2020 (Tomahawk, 2018). New Zealand, a non-Muslim country has taken interest in providing halal food for the tourists (Hassan and Hall, 2003). Tourism New Zealand stated that New Zealand has the potential to the tourism destination for Muslim tourists due to the availability of halal slaughtered meat in the country (Hassan and Hall, 2003). Australia is one of the top ten non-OIC destinations in the last year by Mastercard & Crescentrating Global Muslim Travel Index 2018 (GMTI, 2018). Australia is one of the most preferred destinations for Muslim travelers around the world, especially for Middle Eastern tourists.

A review of aforementioned halal tourism literatures highlights the paucity of studies in Bangladesh. This readily lends itself to a detailed exploration of the same. In Bangladesh, tourism was identified as a thrust sector, but very few papers have focused on the halal tourism issues. Among the papers, very few are remarkable. These studies did not even highlight how to improve the halal tourism for the tourism sector in Bangladesh. As such, the present study deserves an utmost importance for the present day purpose of halal tourism development in the country.

5. Findings and Discussion

5.1. *The Concept of Halal Tourism*

Halal tourism is a subcategory of tourism which is geared towards Muslim families who abide by rules of Islam (Wikipedia contributors, 2011). Battour et al. (2012) also define halal tourism as,

> *"Halal tourism is a type of religious tourism that represents allowable activities under the Islamic teachings in terms of behavior, dress, conduct, and diet."*

Some researchers have tried to define Islamic tourism and Halal tourism in tourism and destination marketing literatures (Battour et al., 2014; Carboni, Perelli, & Sistu, 2014; Jafari & Scott, 2014;). However most have not taken into consideration the Islamic law (Shariah), the target customers (i.e. Muslims or non-Muslims), the location of activity (i.e. Muslim vs non-Muslim country), the product and service offered (i.e. food, facilities), and the purpose of travel. Most of these definitions are loosely defined and used interchangeably. In other words, Halal tourism and Islamic tourism are treated as similar concepts. As, Jafari and Scott (2014) defined Islamic tourism,

> *"The encouragement of tourists likely to meet the requirements of Sharia law."*

5.2. *Halal tourism is an alternative to conventional tourism*

By avoiding of religiously prohibited products and services that is called haram in Islam in the tourist packages it is possible to create halal tourism is an alternative to conventional tourism. By offering non-tangible, qualitative ingredients or contents in the tourist package, especially as defined in spiritual-moral terms it is also possible to create space for halal tourism. Halal tourism is not just about visiting holy places, mosques, shrines and tombs, and other popular religious sites that are limited to the history of Islam but objects of sight-seeing or touristic sights such as the pre-Islamic historical sites and the natural wonders targeted by conventional eco-tourism may be incorporated and indeed projected as part of halal tourism provided that the Islamic perspectives on eco-tourism and the pre-Islamic historical sites are always made clear to the tour operators and the potential tourists.

5.3. *Significance of Halal Tourism*

The Muslim travel market is on course to continue its fast-paced growth to reach US$220 billion by 2020 and it is expected to grow a further US$80 billion to reach US$300 billion by 2026 so the prospects of halal tourism is incredible in the Muslim world as well as non-Islamic world (GMTI, 2018). In 2016, there were an estimated 121 million Muslim visitor arrivals, in 2017 it was 131 million and this is forecasted to grow to 156 million visitors by 2020 representing 10 percent of the travel segment (GMTI, 2018). As Muslim tourists are increasing day by day so halal tourism can be a greater scope for Bangladesh to attract the international tourists and earn foreign money that will help the country to continue its developing cycle. Our neighboring countries like Malaysia, Indonesia, and Pakistan even some non-Islamic countries like Thailand, Philippines are rigorously developing the concept and practice of halal tourism in their country.

5.4. *State of Halal Tourism Development*

Halal tourism has drawn attention in past few years of many developing countries. But the development of halal tourism in Bangladesh is still in a take off stage which could be developed in a sustainable way. From the last OIC conference in Dhaka the concern authority is talking about halal tourism. Bangladesh is set to officially celebrate its capital Dhaka's achievement as "OIC City of Tourism 2019" in this year aiming at showcasing rich Muslim heritage of the 400-year old city before the global community, especially Muslim tourists.

5.5. *Attractive Halal Tourism Destinations in Bangladesh*

As near about 90% people of Bangladesh are Muslims in terms of religion, the concept of halal tourism can be applied here as a subcategory of tourism. However, there are some specific destinations in our country where the concept of halal tourism can be applied more smoothly. Among these one of most attractive halal tourism destinations may be the Ijtema[1] field at Tungi, commonly known as "Biswa Ijtema[2]". This is considered as the host of the second largest event in terms of Muslim participants each year. People from almost all countries of the world visit Bangladesh to join this gathering that usually held during January each year (World Bulletin, 2015). Besides this various renowned mosques (e.g. Sixty Dome Mosque, Baitul Mukaram Mosque, Shahi Mosque, Binot Bibir Mosque, Chak Mosque, Seven Dome Mosque, Tara Mosque etc.) various shrine of Muslim scholars (e.g. Shrine of Shah Sultan, Shrine of Shah Mukhdum, Shrine of Khan Zahan Ali etc.) are the potential halal tourism destinations in Bangladesh.

5.6. *Halal Tourism Development in Bangladesh*

As Bangladesh is one of the largest Muslim populated countries so it is very easy to develop halal tourism aspects that means halal hotel service, halal airline services, halal food service in restaurants, halal activities off tour packages, gender segregation, halal financing etc. in our country. As like Indonesia, Malaysia; Bangladesh also be a halal tourism hub for the international Muslim as well as non-Muslim tourists. Bangladesh Parjatan Corporation (BPC) is the sole National Tourism Organization (NTO) in Bangladesh. NTO has been functioning since its independence under the patronage of the Ministry of Civil Aviation and Tourism, concerned about the issues of tourism in Bangladesh. One of the major functions of NTO is to promote tourism. With developing the halal tourism in Bangladesh the BPC has to promote it internationally extensively.

5.7. *Weaknesses of Halal Tourism Development*

Muslim tourists friendly and Shariah obedience presentation is necessary for halal tourism development in any country. These presentations can fulfill halal tourism necessities in tourist attraction engagements, accommodations, airlines, foods and travel agents. Granting Bangladesh is a Muslim populated country, it hasn't developed Shariah

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[1] Ijtema means gathering of Muslim pilgrims.
[2] Biswa means the World. As the participants come from all over the world, it is called so.

obedience submission in all tourism related services. The tour operators our country have botched to generate Muslim tourists friendly packages and services, halal travel opportunities, halal market segment and halal cultural mementoes. Their travel packages not properly alliance the halal tourism necessities such as halal food, stay in halal lodgings, arrange prayer timing, and recruit Muslim tour guides and visit the Muslim monuments to attract the tourists from the Muslim countries. The maximum lodgings in our country are not ensuing Shariah based operation system in their hotel and hospitality management. The practitioners and employees in the tourism industry are not sound cultivated and proficient regarding the halal issues for effective halal tourism operation. Most of the people of the country do not have sufficient familiarity and awareness about halal tourism practices. Bangladesh still has no special tactics in the tourism policies to give stress and highlight the halal tourism development. The country has inadequate devotion and ineffectual marketing to engage Bangladesh as a halal tourism pivot in nationally as well as internationally.

A survey table of meta-analysis is given below which represents the paucity of halal tourism studies in Bangladesh:

Authors/Year	Title	Journal	Area	Major Findings
Jaelani, 2017	Halal tourism industry in Indonesia: Potential and prospects	Munich Personal RePEc Archive	Indonesia	1. Lot of potential 2. Developing sharia travel 3. Learn from other countries 4. Implementation of sharia hotel 5. Master plan for tourism development
Battour et al., 2014	Islamic tourism: An empirical examination of travel motivation and satisfaction in Malaysia	Current Issues in Tourism	Malaysia & Egypt	1. Awareness among Muslim increased 2. Fastest developing market segments 3. Muslim friendly guide is published 4. Halal food availability 5. Muslim friendly airport 6. Availability of Muslim swimming suit for women
Carboni et al., 2017	Developing tourism products in line with Islamic beliefs: some insights from Nabeul–Hammamet	Journal of North African Studies	Tunisia	1.Becoming familiar with global products for Muslim consumers 2. Consider tourism as a differentiation tool
Henderson, 2009	Islamic tourism reviewed	Tourism Recreation Research	Malaysia & Singapore	1.Majority, or sizeable minority Muslim communities 2.Competitive advantages 3.Availability of Halal food 4.Friendly to inbound Muslim tourists

Authors/Year	Title	Journal	Area	Major Findings
Puangniyom et. al., 2017	Halal Tourism Strategy to Promote Sustainable Cultural Tourism in Thailand	International Conference on Studies in Arts, Social Sciences and Humanities	Thailand	1. Muslim-friendly Destination 2.Highlighting Halal restaurants 3. Launched a new mobile app for Muslim visitors 4. Islamic facilities to attract Muslim tourists
Jafari, J., & Scott, N., 2014	Muslim World and Its Tourisms	Annals of Tourism Research	Whole Muslim world	1. distinctive requirements of Muslims 2. Increasing numbers of Muslim tourist 3. Sustainable tourism projects
Zulkifli et. al., 2011	Developing the Framework for Halal Friendly Tourism in Malaysia	International Business Management	Malaysia	1.Increasing number of Chinese Muslim tourists 2.Islamic Tourism Centre has been established in 2009 3.Availability of halal foods and services 4.Practices of Islamic banking/halal financing

6. Recommendations

Bangladesh can raise halal tourism marketplace in the country with a durable and optimistic role. The country can stimulate halal tourism through improving products, services and facilities with Shariah obedience. Bangladesh can stimulate its halal food to attract Muslim tourists from home and abroad to create its image as a halal tourism hub. Halal hotel is the most picking preferences to Muslim tourists. These hotels are not limited only with the halal food (slaughtered in the name of Allah and excluding all pork products and certain other items) service also the operation of the service and the management of the hotel have to organize with Islamic principles. Quran, prayer mats and arrows indicating the direction of Qibla in every room, beds and toilets positioned so as not to face the direction of Mecca, bidets in bathrooms, Prayer rooms, Predominantly Muslim staff, conservative staff dress, separate recreational facilities for men and women, no entertainment venues such as nightclubs are some of the indicators of halal hotel (Henderson, 2010; Rosenberg & Choufany, 2009). The tourism attractions and community sites i.e. hospitals, shopping complexes and offices ought to be arranged with prayer facilities for the tourists. The content of the tour packages must be based on an Islamic themed. The Islamic tour packages include visits to the mosques, Islamic monuments and promote and event during the Ramadan. Halal indicators in airlines are cleanliness, non-alcoholic drinks and publications which are coherent with Islam that Bangladesh Biman can promise to the Muslim tourists. Islamic instruction insists on strict gender segregation, especially with regards to public facilities. The prohibition of free mixing of men and women is firmly stated in the Quran (Al-Ahzab: verse 53). This has been in practice since the time of the Prophet Muhammad, where the mosques during those times were segregated, with different sections for both men and women (Jibreen, 1996). This issue should be considered in case of developing the halal tourism in Bangladesh. For the expansion of halal tourism in Bangladesh the concern authority and

the host community should be aware of. The authority should have taken policies to develop halal tourism and includes this issue in their tourism and hospitality related education and training with the lively involvement of the host community.

7. Conclusion

The idea of halal tourism development is still to perceive by Bangladesh. The country is filled with bounty of halal attractions and heritage sites with their exclusive prettiness and appeals. Although it has a lot of chances to embellishment, halal tourism in Bangladesh is in a take off stage and has been developing at a very sluggish step. Bangladesh has many prospects to develop its halal tourism with its bounty of halal attractions and heritage sites by ensuring the various aspects of halal tourism that includes halal food, halal accommodation and other related halal services to the Muslim travelers. If a suitable tourism policy is taken for halal tourism development, it could bring lots of benefit to our country and can be a vital tool to achieve sustainable development goal through poverty mitigation.

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