

THESIS PROPOSAL EXAMPLE

**"POTENTIAL OF HALAL
TOURISM - CASE
OF MALAYSIA"**



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Products and services that are subject to exchange should be viewed through the prism of add-ons to customers and users. By purchasing and using certain products and services, man expresses his other characteristics, value orientations, and the overall lifestyle. Namely, it is important (if not the most important) to identify behavioral motives and why the consumer / user behaves in a certain way. In the process of making decisions about buying a particular product or service, religiousness plays a very important role. Namely, most religions prescribe and prohibit certain behaviors, including the consumption or use of certain goods or services (Mokhlis, 2006). The challenges are growing in the market; in parallel with the offer of different products and brands, the so-called "religious" brands that add value to the critique of religious preferences. Contemporary marketing concepts are a rational discourse with a holistic approach that includes factors that include a distinct emotional charge that can be used as an added value in managing the pleasure of contemporary consumers / users. Tourism activities and tourist offer are not based solely on tourist appeals, but with the aim of sensitizing consumers / tourists, appeal can also be directed to national, cultural and religious feelings that will surely affect the desired behavior. Islam defines the behavior of consumers as a halal style of living through its regulations, and is also one of the main causes of halal industry development in the world. If we want to attract tourists as a country, city or caterer, we need to first define the motives and reasons why people want to travel, what are their needs, what they are motivated and what kind of recreation they seek and then the quality they require. Apart from the primary needs of every man in Maslow, there is also the need for a man to change the environment and escape from everyday life, the need to move, to explore. By choosing a destination it comes to its goal, and it is chosen according to the offer that is influenced by many factors. The habits and needs of tourists are

constantly changing. People travel for vacation, entertainment, sightseeing, cultural and religious sights, education, business, hobbies. People travel alone, family, with friends, business colleagues, and the like. We activate their motives with a quality, attractive offer, transforming it into a tourist's "must see" need. The result was their arrival because they were looking for such a trip. Halal tourism can be defined as a set of services tailored to the halal style of life, which implies organization and realization of travel, accommodation, prayer (prayer), halal food and others. It is important to emphasize that halal markets often use the term "Halal friendly" and "Muslim friendly" instead of halal tourism where it is thought to create a friendly and open environment and service for all guests seeking halal services. The "Muslim friendly" highlight will be more noticeable in Muslim countries, for example in Malaysia, which in this way attracts a large number of tourists while "Halal friendly" is more used in countries and destinations where Muslims are minorities. However, there is a question of which of these two terms to use if you want to be present in the halal market as a service provider? In answering this question, one should take the factor of whether the service provider wants to extend all the service so far so that guests from all over the world can come to him, or just want to adapt his services to the guests of the Muslims. It should therefore be determined to use the term "Halal friendly" or "Muslim friendly" (Battour & Ismail, 2015).

The term halal tourism was created in response to the habits and expectations of the world's population seeking products and services according to their religious principles - Islam. This population wants to travel. And in fact, the Quran itself abounds in imperatives in terms of traveling around the globe, educational adventure-adventure journeys, without which there is no recognition of the supranational configuration of transcivilization values, travel in the process of performing societies

from scientific, cultural and socio-political moments to the new world light. The relaxing fact in halal tourism is that all Muslim tourists choosing the destination and accommodation require the same standard of quality - the halal standard. There are a number of examples in the world where tourism providers offer various types of halal services, hoping to get more involved in the halal tourism trade, which amounted to \$ 130 billion last year, with a share of 13 percent in total world tourism. One of the indicators of halal tourism's market growth is the organization of conferences and fairs that are dedicated to halal tourism such as the World Halal Tourism Summit and the Fair held from 19 to 21 October 2015 in Abu Dhabi whose announcement was announced for the next year. According to recent research, the world population is currently accounted for by 23% of Muslims. Until 2030 this percentage will be 26.5%. Countries with the majority Muslim population are also experiencing an increase in the economy, and thus Muslims become the world's leading market consumers in different segments. According to the Global Muslim Travel Index, the most desirable destinations in 2014 were Malaysia, Turkey, the United Arab Emirates, Saudi Arabia and Qatar, from where most Muslims are (Mastercard & Crescentrating, 2015). As far as the Muslim minority is concerned, the top 6 destinations are: Singapore, Thailand, United Kingdom, France and Belgium.

HALAL MARKET ONLINE OFFER - One of the websites specializing in Halal Travel Services is Halal Trip. Halal Trip wants the information provided to make it easier for customers to choose a destination or to facilitate a stay at a destination that is located in hotels, restaurants, tourist guides, transportation, mosques and others that are aligned with halal regulations. Also one of the leading websites related to Halal tourism is Halalbooking which was founded in 2009. In their offer you can find a large number of resorts, private accommodations, villas and hotels that are aligned with halal regulations. To be assured of services

tailored for halal-seeking guests, the Halal Service Provider's staff training is performed and regularly visited to make sure they are in the service they offer on their website.

If we take into account the trend of population growth that consumes halal products and services and their purchasing power, the prospect of halal tourism is extremely positive and significant. More and more countries are either countries where Muslims majority or minority adjust their bid according to halal standards. We can actually state that the time of tourism halal is just coming and there is still a huge space for the growth of tourism market halal for which it is necessary to develop tourism infrastructure and educate tourism stakeholders.

REFERENCES

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