



2023

**JOÃO PAULO  
MARIANITO  
DOMINGUES**

**EXPLORING THE POTENTIAL OF HALAL  
TOURISM IN A NON-MUSLIM DESTINATION:  
THE CASE OF PORTUGAL**



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Dissertação apresentada à Faculdade de Ciências Sociais e Tecnologia da Universidade Europeia, para cumprimento dos requisitos necessários à obtenção do grau de Mestre em Gestão realizada sob a orientação científica da Professora Doutora Sofia Almeida Professora Auxiliar da Universidade Europeia



Dedico este trabalho à Universidade Europeia como  
forma de retribuir tudo o que me deu, sou muito grato.

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**palavras-chave**

Turismo Halal; Conhecimento; Agentes Turísticos; Desafios; Linhas de Desenvolvimento; Portugal.

**resumo**

O presente documento analisa a possibilidade de Portugal atrair Turistas Halal, o seu mercado atual, desafios ao seu desenvolvimento, e linhas de melhoria e evolução. O Turismo Halal caracteriza-se como sendo um dos maiores mercados turísticos a nível mundial, no entanto, o conhecimento sobre este, o perfil do turista, e as suas motivações de viagem é ainda escasso. Para o desenvolvimento desta pesquisa, de modo a proceder à recolha de dados, foi utilizado o método de análise qualitativa sobre a forma de entrevistas, que teve como público-alvo empresas turísticas e instituições, e que foi posteriormente complementado com uma análise Netnográfica. Resultados destas análises sugerem que, em Portugal, apesar da forte herança cultural islâmica do país até aos dias de hoje, os seus agentes do turismo têm pouco ou nenhum conhecimento sobre este mercado. Os resultados desta pesquisa indicam que apesar do estado atual, Portugal reúne todas as condições para se desenvolver como um destino de referência para o Turista Halal.



**Keywords**

Halal Tourism; Knowledge; Tourism Agents; Challenges; Guidelines; Portugal

**abstract**

This document analyzes Portugal's potential for attracting the Halal Tourism Market, the current state of this market, challenges to its development, and development guidelines for further improvement and evolution. Halal Tourism is characterized as one of the largest tourist markets worldwide, however, knowledge about this segment, the tourist profile, and their travel motivations is still scarce. For the development of this research, and for data collection purposes, a qualitative research method was adopted in the form of interviews, which had tourism related companies and official institutions as the target population, this was further complemented with a Netnographic analysis. Results from both analyses suggest that, in Portugal, despite its strong Islamic cultural and historical Heritage, until today, its tourism agents have almost no knowledge about this market. The results of this research indicate that despite its current state, Portugal has strong possibilities to become one of the best destinations for the Halal Tourist.



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## List of Abbreviations

GCC – Gulf Cooperation Council

GMTI – Global Muslim Travel Index

OIC – Organization of Islamic Cooperation

## Glossary

**Ablution:** Ritual of purification

**Arab League:** Algeria, Bahrain, Comoros, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, Sudan, Syria\*, Tunisia, the United Arab Emirates, and Yemen.

**ASEAN:** Brunei, Burma (Myanmar), Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.

**CIS:** Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Uzbekistan

**Countenanced:** Something that is accepted or permitted.

**DMC:** Destination Management Company

**EU:** Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

**GCC:** Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates.

**G7:** Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States, as well as the European Union.

**G20:** Argentina, Brasil, Australia, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States of America.

**Hamman:** Turkish Bath

**OECD:** Australia Austria Belgium Canada Chile Czech Republic Denmark Estonia Finland. France Germany Greece Hungary Iceland Ireland Israel Italy Japan. Portugal Slovak Republic Slovenia Spain Sweden Switzerland Turkey United Kingdom United States.

**SAARC:** Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri-Lanka.

**Tasmiyah:** To summon the name of Halal.

**Zibah Ritual:** Animal slaughter according to the Islamic law

## **Chapter 1. Introduction**

The present dissertation serves the purpose of concluding the master's degree in management at Universidade Europeia. Halal Tourism has become one of the fastest and most promising market segments in the tourism industry, as such, promoting stakeholder awareness about this type of consumer is an urgent matter, as destinations struggle to find a significant competitive advantage to differentiate themselves from the competition.

This document's starting question was "What are the perceptions and behaviours of Muslim travelers towards Portugal", however, preliminary research made the author refine this document's objectives in the following order. The document's main objective is to understand if Portugal has the necessary capabilities to develop a sustainable Halal Tourism market. This dissertation's specific objectives are to i) Research tourism agents level of knowledge towards Halal Tourism; ii) Identify the main challenges, for developing Halal Tourism in Portugal; iii) To develop guidelines to boost Halal Tourism in Portugal.

Despite a significant Islamic Heritage left by more than six centuries, with the current level of awareness about Halal Tourism and Muslim consumer's needs, lack of strategy, certified products, and adequate facilities, Portugal still has a long way to go to be able to develop a significant Halal Tourism Market. Consequently, in this document, future development guidelines are pointed with the objective to develop Halal Tourism in Portugal, mainly, an easiness of the certification processes that are hard to comply with, utilizing Portuguese ambassador's image in Muslim countries such as Saudi Arabia, and improving the tourism agent's perceptions through training, while also giving some ideas for promotion.

This master thesis is composed of five main chapters, namely: i)- "Introduction" of the topic; ii)- "Literature Review", where mainly the Halal Tourism concept and Market will be discussed; iii)- "Methodology" namely the description and tools utilized for the Exploratory phase; iv)- "Findings and Discussion" of the results obtained through interviews and a Netnography analysis; v)- "Conclusion" of this research, and future development guidelines for the Halal Tourism literature.

## **1.1. Relevance**

According to the “State of the Global Islamic Economy Report” in industries that are heavily affected by the Islamic faith consumption needs, such as Travel and Tourism, Pharmaceutical, Cosmetics Fashion, Food, and Media/Recreation sectors, it is estimated that “The world 1.9 billion Muslims spent the equivalent of US\$ 2 trillion in 2021” (Dinar Standard, 2022, p. 3).

Despite being affected by the COVID-19 pandemic, the Travel and Tourism industry remains one of the most important economic activities worldwide. Being a rapidly evolving market, new business and investment opportunities frequently emerge. In the current economic conjuncture, Halal Tourism assumes itself as a fast-emerging and very promising market segment whose main economic effects cannot be ignored by the various tourism stakeholders such as governments, local communities, and travel and tourism economic agents. Adding to this idea, because Halal Tourism is gradually becoming more conventional, companies worldwide are starting to implement business models designed for this growing market, and developing marketing strategies to serve the specific needs of Muslim travelers (World Travel Market, 2019).

Supported by worldwide tourism democratization, an increasing middle class in Muslim predominant countries such as Saudi Arabia, Malaysia, and Indonesia, and more openness and awareness of the needs of this type of consumer by Muslim and Non-Muslim destinations, make Halal Tourism by far one of the most promising and fastest-growing segments of the tourism industry. In fact, according to (Dinar Standard, 2022, p. 4) “Muslim spend on tourism increased from US\$58 billion (2020) to US\$102 billion in 2021 and is expected to grow by 50.0% in 2022 to US\$154 billion and reach US\$189 billion in 2025 at a 4-year CAGR of 16.5%”. The same report also refers that, in 2021, Muslim spending on the Travel and Tourism Industry represented 11% of the Global Outbound Travel Market which generated \$945 Billion worldwide.

According to the report Global Muslim Travel Index 2022 (GMTI), the total global Muslim population reaches around 2 billion people (Crescent Rating, 2022). Moreover, by 2030 it is expected that this number reaches 2.3 billion or around 27% of the world’s population. Adding to this idea

International Muslim travel arrivals reached 160 million in 2019. As international travel has opened, it is projected that Muslim traveler arrivals will reach 140 million in 2023

and get back to 160 million in 2024. The pre-pandemic projections of 230 million arrivals by 2026 will now be reached only in 2028. The estimated expenditure could reach USD 225 Billion by 2028 (Crescent Rating, 2022, p. 21).

As the global tourism market becomes more competitive, Halal Tourism can be considered as a competitive advantage to differentiate destinations in a very crowded sector. Additionally, by increasing the Halal tourism size, it significantly increases the competitive edge of destinations, and further helps to differentiate it and penetrate a huge global market that consists of the 57 Muslim countries of the Organization of Islamic Cooperation worldwide (Al-Ansi & Han, 2019).



## **Chapter 2. Literature Review**

This chapter serves the purpose of defining clear concepts related to the Halal Tourism field and understanding the literature current state of the art related to the topic. Moreover, the current state of the Halal Tourism market worldwide is also discussed as it can provide valuable insights for the development of future guidelines.

Prior to understanding what Halal Tourism is, a clear definition of the meaning of “Tourism” must be formulated. Being one of the most important industries worldwide, prior to the COVID-19 pandemic, the Travel and Tourism, considering all its impacts, accounted for 1 in 4 of all new jobs created worldwide, 10,3% of all jobs (333 million), and 10,3% of the global gross domestic product (World Travel and Tourism Council, 2022).

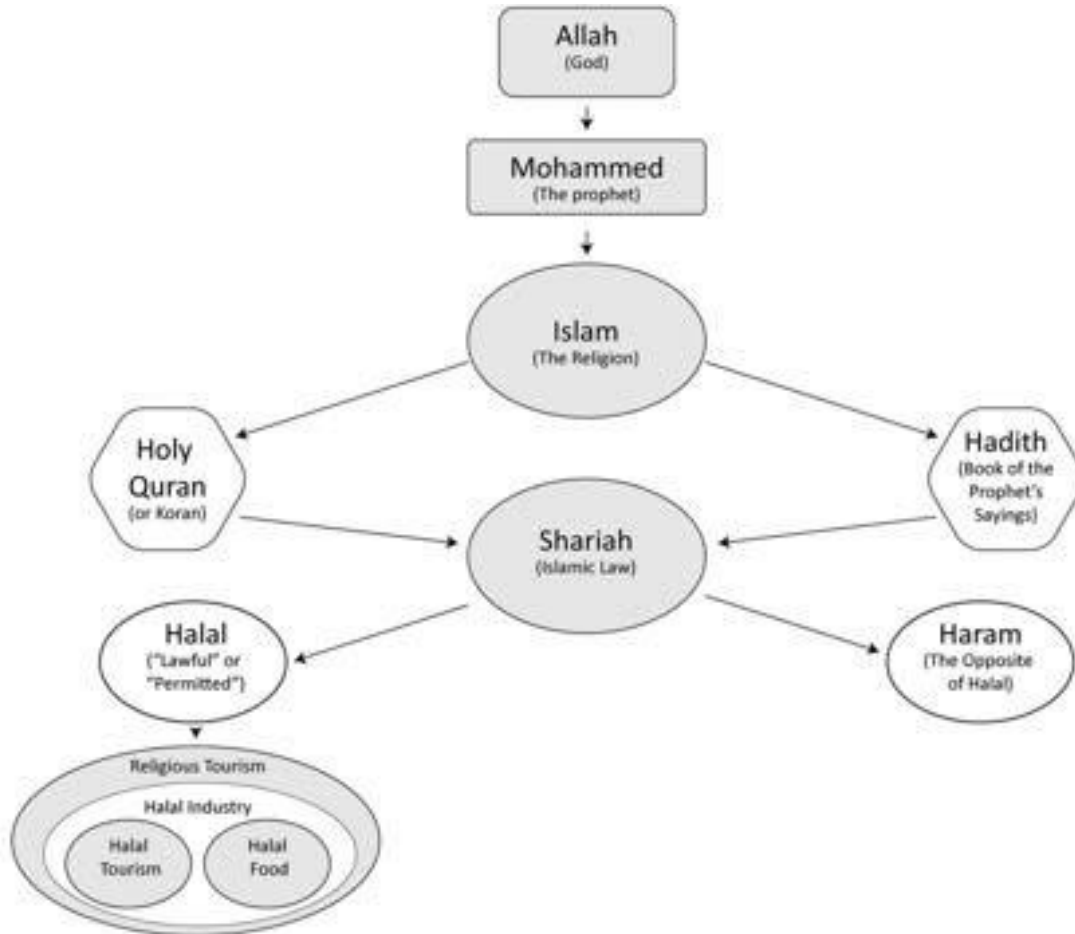
The United Nations World Travel Organization (UNWTO, 2022), defines Tourism as “A social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes” a definition which will be used throughout the rest of the Master Thesis when referring to Tourism as a concept.

### **2.1. Halal Tourism Framework**

Due to the complexity of the Halal Tourism framework, a full understanding of what composes the core of this concept is of the most outright importance. Furthermore, despite the fact that the emerging of Halal Tourism has received attention all across the world, this body of knowledge is only now taking its first steps (Prayag, 2020).

Among the religion of Islam, three clear concepts can be defined which are intrinsically different, and those being i) Islam; ii) Sharia; iii) Halal, as shown on (Figure 1).

Figure 1: Halal Tourism Environment and Approximation



Source: (Rasul, 2019, p. 3)

Starting with Islam, being in the center of the entire framework, it is conceptually defined as a religion/faith whose roots offer clear and defined guidelines to its followers, the so-called Muslims. Islam, as a religion, is composed of the Five Pillars of the Islamic Faith which in themselves are composed of five key practices/promises that Muslims must fulfill throughout their lifetime, these being the Shahada (It represents the declaration of faith in only one God (Allah) and his messenger), Salah (A ritual prayer required to do five times a day while facing the direction of Mecca), Zakat (Giving a portion of a Muslim's wealth to someone in despair), Sawm (Fasting during the month of Ramadan), and the Hajj (It is required to every Muslim once in their lifetime to visit the holy sacred mosque of Masjid al-Haram in the city of Mecca if this is within their means and capabilities). Furthermore, as indicated by Slamet et al. (2022) in some

countries like Indonesia, Islam plays not only a key role in everyday life but also interferes in state affairs, mainly in their legal and judicial systems.

Right after Islam, comes the Shariah or Islamic Law, this being derived from the central book of Islam the Holy Quran and the Hadith. The first one, is composed of the literal Word of God (Allah) recited by the Prophet Mohammed, and the second one, a collection of events about his life, sayings, and actions. Consequently “The Qur'an and the hadith are the primary sources of law and address most human actions” (Moshin et al., 2016, p.138). It must be noted that in the verses of the Holy Quran, travel is heavily incentivized as a means of achieving spiritual goals, thus, (Moshin et al., 2016, p.139) states that “The lessons from Quran propose that to achieve a closer and complete submission to God, one needs to witness the beauty of His creation and understand how small a man is before the greatness of God”. The same authors further indicate that traveling is heavily incentivized in the Quran.

After Islam and Sharia comes the word “Halal” which is of Arabic origins and it literally translates to “Allowed”. Moreover (Mohsin et al., 2016, p. 140) states that this concept “Which means, “countenanced” for Muslims and therefore relates to approved and permitted forms of behavior”. The same authors also refer that “The concept of Halal, meaning permissible in Arabic, is a generic word, not just being applied to food alone, but including all facets of life”. Opposite to Halal is the concept of Haram, which in its core means what is forbidden, unlawful, and harmful against the body, soul, mind, and society according to Islamic Law. Heesup et al. (2019) states that a clear example of what is considered Haram is buying or engaging with products related to Alcohol, Pork, or Gambling. Battour and Ismail (2016) portray the fact that the meaning of the word “Islamic” must also be asserted as it is different from “Halal” because Islamic indicates something which is strongly related to the religion and its doctrines and thus having a more religious perception than the word “Halal”. Finally, it comes to the concept of “Halal Tourism” that will be discussed in the following chapter.

## **2.2. Halal Tourism Concept**

Due to the multidisciplinary dimensions of Halal Tourism, a clear definition of the concept is still under debate. (Slamet et al., 2022, p. 2) state that “Halal tourism is a new term found in the tourism industry. Several studies have been using various terminologies to define the term halal

tourism, such as Halal tourism, Islamic tourism, and Sharia Tourism”. Furthermore, (CrescentRating, 2016) mentions that “These terms used have had a varying focus, based on who is using the term and in which context”. In addition to that, “The concept of halal tourism still lacks precision, even though its acceptance has been increasing notably during the last decade. This lack of standardization of the concept even confuses Muslim tourists from time to time” (Rasul, 2019, p. 2). The same author points out that this is caused by the unfamiliarity of tourism stakeholders about the halal tourism market, ambiguity towards the concept even in academic literature, and the broad diversity within Islamic societies, their religious norms, and other cultural factors.

The Halal Travel and Tourism Market can offer considerable business opportunities to tourism stakeholders worldwide. Thus (Henderson, 2015, p. 210) refers that an “Enhanced understanding of the relationship between Islam and tourism seems critical, given the current and potential significance of Muslim travelers who represent an opportunity for Muslim suppliers and the international tourism industry at large”. Battour and Ismail (2016) argue that while trying to reach a clear and consensual idea about the meaning of Islamic and Halal Tourism, most researchers don’t take into consideration the Islamic Law (Shariah), target customers, locations of activities, products and services offered, and travel purpose and motivations. According to the same authors, there is currently a big challenge in the literature to identify the right terminologies as well as a clear definition of the Halal Tourism concept and its differences from Islamic Tourism.

Starting with Islamic Tourism, as the name suggests, it is heavily connected with religion and religious tourism, in fact, (Henderson, 2015, p. 209) claims that “Islamic tourism is, thus, an interesting and powerful phenomenon in which religion and tourism are inextricably linked in a close and complex relationship. It describes both human activity and commercial products which are shaped by religious principles and practices”. This idea is further supported by (Carboni et al., 2014, p. 2) “Tourism in accordance with Islam, involving people of the Muslim faith who are interested in keeping with their personal religious habits whilst traveling”. Battour and Ismail (2016) further indicate that another clear characteristic of Islamic Tourism is, as indicated in the Prophet Muhammed in the Hadith, the intention (Niyah) to seek the pleasure of God.

While having an undeniable religious factor involved mainly in defining clear boundaries in what is lawful and therefore Halal, or not, and therefore Haram, it must be clear that Halal Tourism is mostly not related to Religious Tourism. Not also in the literal meaning of the concept, but as a means of referring to the Muslim traveler's faith-based needs, and as the concepts differ mainly in the core motivation of travelers as stated by Heesup et al. (2019). For example (Battour & Ismail, 2016, p. 2) state that “Halal tourism is “any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourism industry”. Therefore, a clear difference between Islamic and Halal Tourism is created as the latter can be practiced outside of the religious context.

Halal Tourism can also be called Muslim/Halal-Friendly, this concept referring to “A service, a facility or destination, it means that it has taken into account some faith-based needs of Muslim travelers but not all their needs” as mentioned by (CrescentRating, 2016). This concept can be considered an evolution of Halal Tourism and as such is a more appropriate name to be used worldwide. In fact the following definition of Halal Tourism will be used when referring to this concept as it takes into consideration the Islamic law (Shariah) as the base do deliver tourism products to the Muslim Tourist, the target customer which, in this case, are Muslim travelers, location of activities not being restricted to a Muslim predominant country, the products and services offered to this type of consumer, and travel purpose and motivation not being exclusively religious but any more general and traditional purpose, for example, leisure

Halal tourism could be defined as any tourism object or action which is permissible according to Islamic teachings to satisfy the needs of the Muslim traveler and achieve the destination’s Muslim- friendliness. This definition includes non-Muslim destination that are targeting Muslim travelers to be Muslim friendliness by satisfying their needs.

(Battour et al., 2021, p. 2)

To conclude this chapter, despite current literature not having a consensus about the characteristics that Tourism should have to be considered Halal, according to (El-Gohary, 2016, p. 3) “By reviewing the related literature as well as published materials by Halal tourism organizations, providers and practitioners, the following list for Halal tourism principles and/or key requirements can be proposed” as explained on (Table 1).

Table 1: Key Principles/Requirements for Halal Tourism

<b>No Alcohol to be served</b>	<b>Conservative TV channels (Appropriate entertainment)</b>	<b>Gender-segregated prayer rooms</b>
No nightclubs	Prayer rooms	Art should not depict human form
Halal food only to be served	Muslim Staff Members	Beds and toilets positioned do as not to face the direction of Meccah
No ham or pork or similar products to be served	Islamic dressing code for staff uniforms (Conservative staff dress)	Bidets in the bathroom
Male staff for single male floors	Copies of Quran in each room	Guest suitable dressing code
Female staff for women and families	Markers indicating directions of Meccah	Islamic Funding
In-house religious figures	Separate facilities (Such as gyms, swimming pools, etc.)	Hotel (And other tourism companies) Should follow Zakat principles

Source: Adapted from El-Gohari (2016, p.3-4).

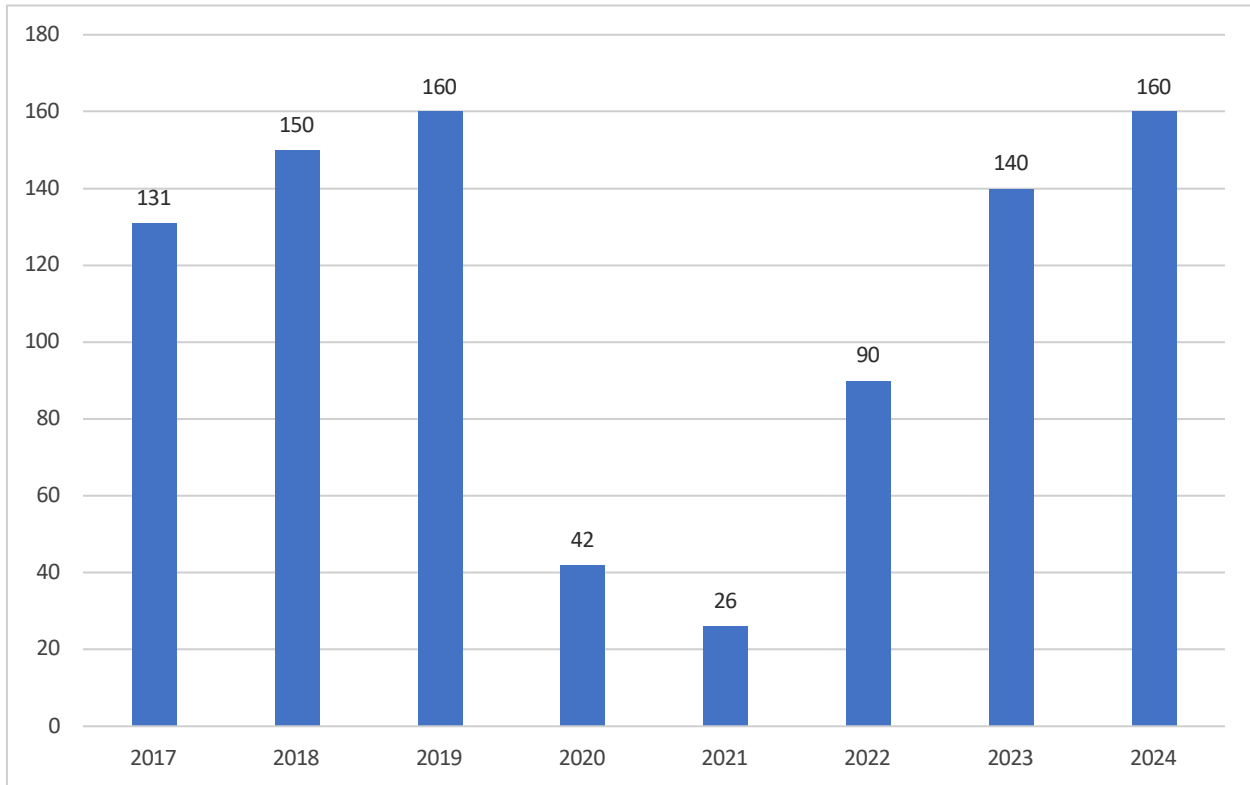
It must be clear that, currently, there are no formal or official halal tourism principles or requirements established on a worldwide and consensual basis. El-Gohary (2016) states that different requirements can be applied or interpreted differently by halal tourism agents in different countries. As mentioned by (Prayag, 2020, p. 557) “Shariah principles, upon which the concept is derived from, are not interpreted and applied consistently across both Muslim and non-Muslim countries in the design and delivery of halal tourism experiences”. For example, in Qatar, a Muslim predominant country, halal hotels do offer a mini-bar in guests rooms, where tourists need to ask for its removal prior to arrival, as such, a uniform list of requirements/principles regarding halal tourism would definitely help tourism service providers in assisting the needs of this market-segment (Rasul, 2019, p. 442).

### **2.3. Current State of the Global Halal Travel and Tourism Market.**

With 1.9 billion potential consumers, the Halal Industry is one of the fastest growing market-segments worldwide. Also, in what is Halal Tourism related, this market is so large that when this group of tourists is compared to the world's largest source countries in tourism, it is the second largest market globally, with only China (\$168 billion) in its front, coming also ahead of the US (\$147 billion) (Moshin et al., 2020).

According to Dinar Standard (2021), in 2021, the world 1.9 billion Muslims spent 102 billion USD on Global Outbound Travel, in other words, 11% of the Global Outbound Travel Market in the same year. Major spending was reported in the Middle East, where Saudi Arabia generated 13.7 billion USD in revenue, the United Arab Emirates 10 billion USD, Qatar 7.8 Billion USD, and Kuwait 7 Billion USD. Furthermore, despite not being a Middle Eastern country, Russia must also be mentioned, as in 2021 Halal Tourism produced a 5.6 billion USD impact on the country's economy (Salaam Gateway (2022)).

Figure 2: Muslim Travel Market Growth Projections (In Millions)



Source: Adapted from Global Muslim Travel Index 2021 and 2022 Editions.

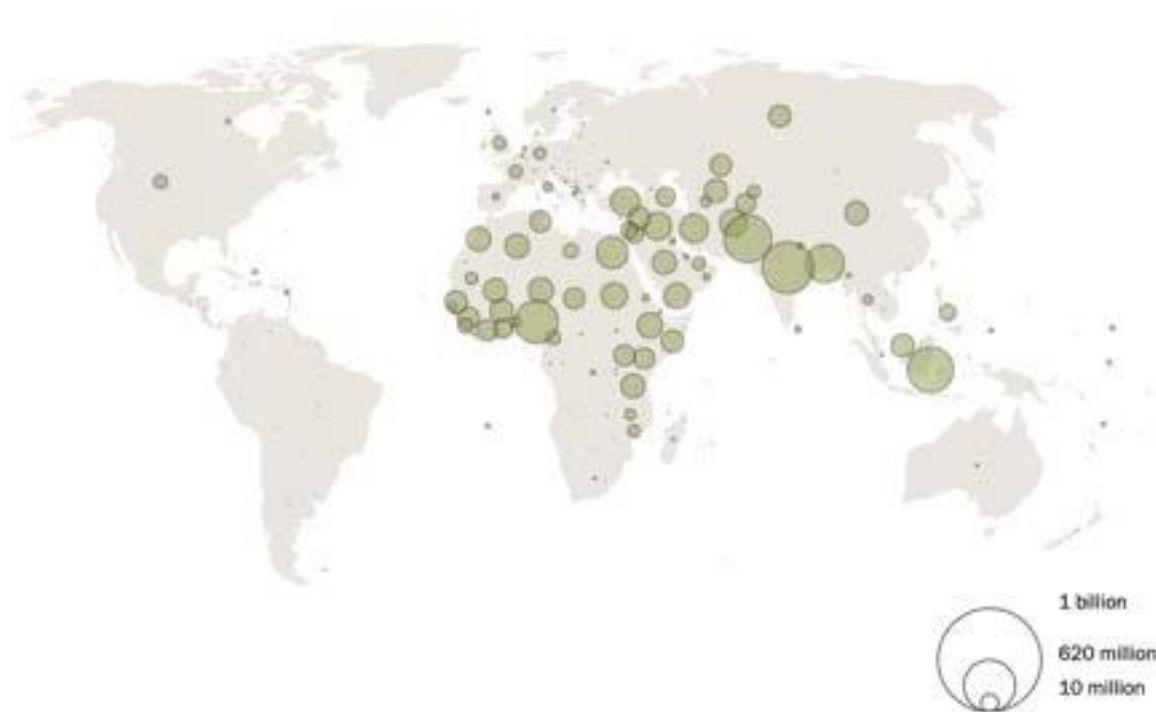
In terms of international Halal Tourism arrivals (Figure 2), shows a growth of 22% between the years of 2017 and 2019, increasing from 131 million to 160 million tourists respectively. Growth was severely affected in 2020 by the COVID-19 Pandemic, in fact, in that year, only 42 million arrivals were reported, a decline of 74% compared to the record year of 2019. The decline is even more evident in 2021 with only 26 million international arrivals, a decrease of 84%. In a post-COVID-19 era, the recovery process of Halal Tourism is “Fragile and could be disrupted by the continuing war in Ukraine, fuel price increases, and other health threats such as the emerging monkeypox or COVID-19 variants” (Crescent Rating, 2022, p. 22). It is expected that in 2023 the global Halal Tourism Market will recover 80% of 2019 levels, and get back to 160 million tourists in 2024, whereas pre-pandemic estimations of 230 million tourists in 2026, will only be reached in 2028 according to the same author.

According to Crescent Rating (2022), the current Muslim population reaches the mark of 2 billion people or about 25% of the world's population, with growth projections of 2.3 billion

people by 2030 or 27% of global population. The same report states that these consumers live in 200 different countries, from which 48 have a Muslim population of over 50%, and in 28 countries between 50% and 10%. The average age is 25 years old, plus, 70% of Muslims globally are under 40 years old which makes this a very young demographic. From 1.46 billion Muslims worldwide, 21,5% are from Gen Alfa (Born in or after 2010), 27,2% Gen Z (Born between 1990 and 2010) and 22,9% Millennials (Born between 1980 and 1990). Moreover, 50,8% of Muslims worldwide are Males, and 49,2% are Females.

As for international economic group distribution, Crescent Rating (2022) indicates that 32,30% of world's Muslims live in G20 countries, 31,4% in the SAARC countries, 21,1% in the Arab League, 13,8% in ASEAN, 5,9% in OECD, 4,5% in CIS, 2,6% in GCC member states, 1,2% in G7, and 1,1% in the EU. To conclude this demographic characterization, 67% of world's Muslims live in Asia, 17,9% in the Sub-Saharan Africa, 12% in North Africa, 2,7% in Europe, and 0,4% dispersed throughout other continents.

Figure 3: Worldwide Muslim Population in 2050



Source: Pew Research Center (2015)

For a better understanding of Muslim population distribution, Figure 3, shows the global prediction for this market's 2050 geographical distribution, where clear clusters in South Asia, mainly in India and Pakistan, and in Sub-Saharan Africa mainly in Nigeria, can be observed and will be discussed in further chapters.

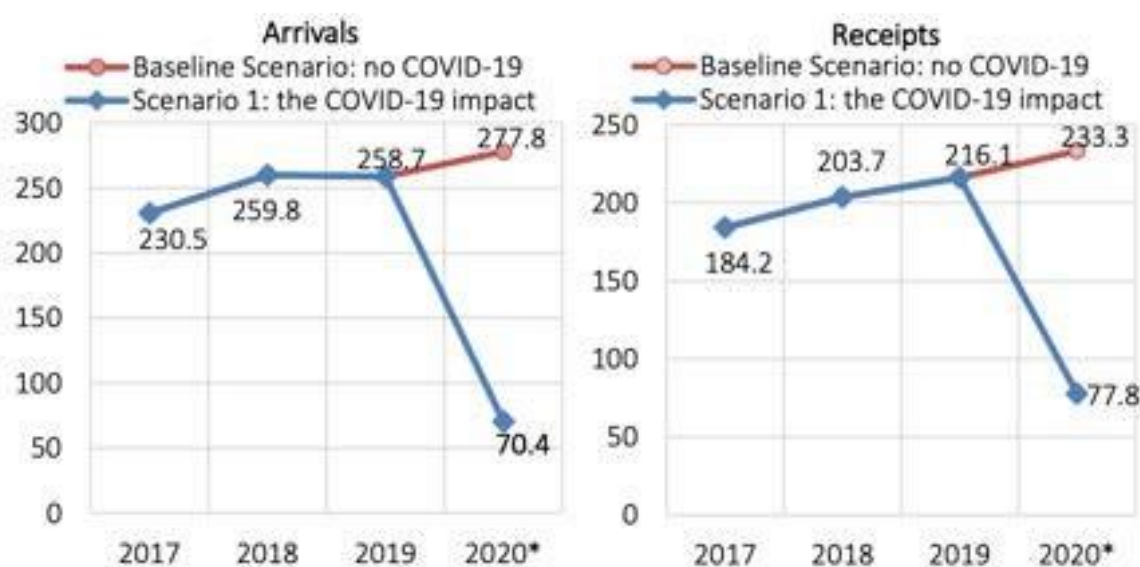
### **2.2.1. Tourism in the Organization of Islamic Cooperation**

Founded in 1969, the Organization of Islamic Cooperation (OIC) has the objective of protecting and safeguarding the interests of the Muslim World while promoting international peace and harmony in between all countries. Moreover, the OIC is the second largest diplomatic organization with 57 member states being only surpassed in number by the United Nations. The report “International Tourism in the OIC Countries 2022” mentions that OIC countries have a rich and diverse set of natural, historical, and cultural attractions, moreover, these nations have registered a significant growth momentum over the past decade in sectors such as Halal Tourism, however, the desired levels of tourism development in the organization as a whole have not yet

been achieved (Organization of Islamic Cooperation & Statistical, Economic and Social Research and Training Centre for Islamic Countries, 2022).

Despite the COVID-19 Pandemic affecting the tourism market worldwide, resulting in lockdowns, border closers, and international flight cancelations, which inflicted significant losses in terms of both tourist arrivals and tourism receipts, the tourism industry as a whole still has a significant position in the economies of the OIC countries as illustrated in Figure 4, where a baseline scenario with no COVID-19 and a Scenario 1 considering the pandemic are shown.

Figure 4: Tourism Industry Economic Position in the Organization of Islamic Cooperation Countries



Source: (Organization of Islamic Cooperation & Statistical, Economic and Social Research and Training Centre for Islamic Countries, 2022)

In 2020, OIC countries hosted an estimated 70.4 million international tourists and generated 77.8 billion USD, in comparison with 258.7 million arrivals and 216.1 billion USD in revenue in the previous year. In comparison to 2019, OIC countries received 72,8% fewer tourists and generated 64% less revenue. Accordingly, compared to a no-COVID-19 base scenario, in 2020 OIC countries hosted 200.4 million fewer tourists, which represents a potential loss of 155.5 billion USD in tourism revenue. Furthermore, evidence shows that In 2021, based on data from the United Nations World Travel Organization tourist arrivals in the OIC contracted by 78.7% and revenue dropped by 62.9% over 2019 (Organization of Islamic Cooperation & Statistical, Economic and Social Research and Training Centre for Islamic Countries, 2022).

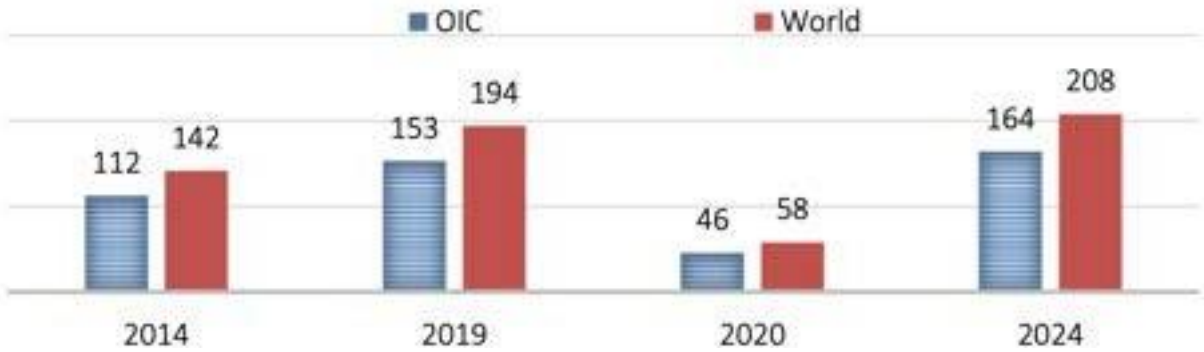
The same report illustrates that, on average, international tourism contributes to 6.4%, 7.4%, 7.5%, and 6.2% of employment in the OIC countries in the years 2017, 2018, 2019 and 2020 respectively which clearly shows a growing trend. Moreover, the contribution of Tourism to the Gross Domestic Product of the OIC members was an average of 8.6%, 8.8%, 8.1%, and 4.3% respectively in the same years stated above. However, the contribution of the Tourism Industry to employability and Gross Domestic Product in OIC countries remains slightly below the world average even before pre-pandemic numbers.

### **2.2.2. Halal Tourism in the Organization of Islamic Cooperation**

Inside the OIC countries, Halal Tourism is also one of the fastest-growing market segments in terms of tourist arrivals and revenue. Geographically speaking, the Halal Tourism Market is mostly related to the 57 member countries of the OIC, including countries such as Saudi Arabia, United Arab Emirates, and Qatar, and further attracting Muslim travelers from Europe, South Asia, and the United States, with some emerging destinations such as Turkey, Egypt and Malaysia that even appeal for non-Muslim travelers and holiday makers (Mohsin et al., 2016)

Between 2014 and 2019 Halal Tourism earnings have increased by 36,60% reaching 153 billion USD which represents 80% of global revenues of this segment, with projections of 164 billion USD for OIC in 2024 and 208 billion USD generated worldwide in the same year (Figure 5).

Figure 5: Halal Tourism Revenues



Source: Organization of Islamic Cooperation & Statistical, Economic and Social Research and Training Centre for Islamic Countries (2022)

Being Muslim predominant countries, OIC members are the biggest players in the Halal Travel and Tourism Market. According to Crescent Rating (2022), the TOP 20 OIC Outbound Markets represent 84% of the Global Muslim Travel Market (Table 2). Moreover, the TOP 10 non-OIC Outbound Markets represent 15% of the total Muslim Outbound Market (Table 3), being the 1% left dispersed through other countries.

Table 2: Top 20 Organization of Islamic Cooperation Outbound Markets

Country	% Of the global Muslim population	% Of the Global Muslim Outbound Market.
Nigeria	26	11
Bangladesh		
Uzbekistan		
Pakistan		
Egypt	13	14
Algeria		
Morocco		
Iran		
Jordan	14	10
Azerbaijan		
Indonesia		
Tunisia		
Oman	6	17
Malaysia		
Kazakhstan		
Turkey		
Qatar	2	32
United Arab Emirates		
Kuwait		

Saudi Arabia		
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Source: Adapted from Crescent Rating “Global Muslim Travel Index 2022”

Table 3: Top 10 Non-Organization of Islamic Cooperation Outbound Markets

Country	% Of the Global Muslim Population	% Of the Global Muslim Outbound Market
India	11	2
Russia	2	3
China		
Italy	< 1	1
Germany		
United Kingdom	1	7
France		
United States of America		
Singapore	1	2
Netherlands		

Source: Adapted from Crescent Rating “Global Muslim Travel Index 2022”

Despite the increasing importance of Halal Tourism in OIC countries, and their natural, historical, and cultural heritage assets, the organization faces severe challenges in its way through the prosperity and development of Halal Tourism. First, the OIC tourism market is heavily concentrated in only a few countries mainly in south-east Asia, the Middle East, and Europe, as a result, a large part of the tourism potential in OIC countries remains unused. Furthermore, the big disparities in between these countries makes the developing of a sustainable international tourism sector a big challenge, due to not only the disparity of tourism features but also the level of development and national development priorities and policies in the OIC member states. This is further evidenced by, (Organization of Islamic Cooperation & Statistical, Economic and Social Research and Training Centre for Islamic Countries, 2022, p. 7) which states that “Wide disparities exist at the individual country level. In terms of arrivals, the magnitude of decline exceeded 85% in Bahrain, Palestine, and Brunei Darussalam in 2020 over 2019”.

### 2.3. Halal Tourism Trends.

Being one of the fastest-growing market segments in the industry, Moshin et al. (2016) states that, Halal Tourism, especially in Asian countries such as Malaysia, Indonesia, Japan, and South Korea has become a major trend. In fact, local governments heavily incentivize Halal Tourism as

a means of economic and social development and see it as a clear competitive advantage for destinations as it is evidenced in Turkey.

Ever since the events of September 11 of 2001, Halal Tourism has heavily shifted to more Muslim traditional countries like Malaysia and mainly in South-East Asia (Zakiah et al., 2016). At the beginning of the 2010 decade, (Battour et al., 2010) predicted major trends to happen in the upcoming years of the Halal Tourism Industry. In the Hospitality field, the authors predicted that Islamic Tourism hotel brands will start to appear and to try to fulfill the needs of Muslim tourists, moreover, international hotels were predicted to start following the examples of Shariah-compliant hotels, primarily in the United Arab Emirates, to be able to compete in the Halal Tourism Market, which in itself will develop its own Sharia-compliant standards.

Still in regards to the hospitality field, in contemplation with the opportunities Halal Tourism brings, stakeholders mainly hotels and residence developers are some of the most important key pieces in attracting Muslim customers (Jeaheng et al., 2019). At a more macro level, the same authors defend the idea that Halal Tourism will start to attract non-Muslim tourists who seek a more authentic and fresh cultural experience.

As stated in the Global Muslim Travel Index 2022, prior to the COVID-19 Pandemic, Technology, Social Activism, Demographics, and Environment were considered by the Report as the main key drivers of the development of the Halal Tourism Market. However, the next/current phase of Halal Tourism, will be boosted by technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR ) (Crescent Rating, 2022). The same institution also states that the accelerated implementation of technology will transform the way travelers go through the process of trip planning, during and after the trip. Moreover, it further indicates that social activism will be a growing trend as it makes trips more meaningful, responsible, and by implementing environmentally sustainable practices which are both good for communities and local economy.

On this way forward, Crescent Rating (2022) identifies i) Tech-Enabled Travel; ii) Responsible and Accessible Tourism; iii) Meaningful Experiences; iv) Sustainability, as of four key development areas for Halal Tourism. As stated by the same organization, key developing themes are emerging caused by changes in consumer behavior caused by the pandemic, and revolve around the topics of tech deployment, flexibility, travel planning, and making sure that

the destination is safe. As for the younger Muslim Tourists, it is further highlighted that this demographic is now seeking personal development, meaningful travel, reconnecting with their Islamic Heritage, and giving back to the community, as a result, destinations that can provide this have a major competitive edge.

On the topic of technological advancements, Muslim travelers are now looking for real-time information about health issues at national and destination levels, plus, flexible payments capable of enabling travel are starting to arise as the new normal. On the topic of technology, the digitalization of Muslim-friendly tourism has been potentialized by contactless travel becoming the new normal, with tourism businesses offering new and innovative products while also creating new revenue streams (Dinar Standard, 2022).

On the broad scale of Tourism, in the cruise industry, Battour and Ismail (2016) point out that Muslim-Friendly cruises are emerging, and becoming a new trend. For example, in Turkey, Antalya-based corporation “Fusion Tour Company” launched the companies first Halal Cruise Ship in 2015, with no alcohol, pork-related products, or gambling. Moreover, in Malaysia “Star Cruise” is also a cruise company that offers Halal-Friendly cruises for Muslim Tourists, a trend that is expected to grow worldwide according to the same authors. Adding to this idea, airlines are developing halal-friendly flying experiences, specifically for the Hajj and Umrah flights, moreover, new services such as halal food on board, in-flight calls for praying, and the provision of halal in-flight entertainment are also emerging trends (Battour et al., 2010).

It must also be noted that Asian countries are currently on the edge in what required facilities for this market is concerned. For example, in Malaysia, a country where Halal Tourism is heavily incentivized by local governments, it is mandatory that all shopping centers have prayer rooms, ablution facilities, and Halal restaurants (Zakiah et al., 2016). According to the same authors, in Japan, a country which is highly embracing Halal Tourism due to its proximity to nearby nations such as Malaysia and Indonesia, Muslim needs, like a place to pray and availability of Halal food are being taken into consideration to promote a better experience for tourists. Furthermore, at both Narita and Kansai International Airport prayer facilities are now widely available, and Japanese traditional food has been certified as Halal. The authors further state that Halal-certified restaurants are starting to flourish in main cities such as Kyoto and Osaka. Furthermore, the availability of smartphone apps that can provide and assist Halal tourists in finding a nearby

certified restaurant is also a current trend in this market segment. Plus, countries such as Japan, have been developing clear efforts to attract Muslim tourists by offering Muslim-friendly tour packages, and promoting international events such as the Halal Expo that helped the country understand the requirements and needs of the Muslim traveler (Mohsin et al., 2016). According to the same authors, the easiness of visa requirements for tourists coming from Malaysia and Indonesia by the local government, helped Japan promote itself towards Muslim travelers and develop the destination as a good visitors choice for Muslim tourists (Mohsin et al., 2016).

As for Halal Certification products and services, consumer protection is also a relevant trend in the Halal Tourism market. In order to promote confidence with halal tourists, generate loyalty, and a more trustworthy relationship between consumers and destinations, local government associations and authorized companies are trying to ensure that restaurants, hotels, and tourist activities are in compliance with Shariah Laws as Mentioned by (Mohsin et al., 2016). The authors point out that this is a trend that can be observed mainly in south-east Asian countries, for example, in India exist two main organizations fully authorized to provide Halal certification. These are Jamiat-E-Ulama-E-Hind an agency focused on Halal Food matters and certification, and Halal India which operates in a wider scope of products and services and offers certification in a wide range of Halal Tourism areas of interest, such as medical tourism and pharmaceuticals. Furthermore, even in non-Muslim countries such as Australia and the United States of America, these types of organizations/associations have also started to become a major trend and assume core importance in forming trust-worthy relationships between halal tourists and destinations.

To conclude, In OIC countries, the Organization of Islamic Cooperation & Statistical, Economic and Social Research and Training Centre for Islamic Countries (2022) acknowledges that, there is an increasing influence by social media and influencers on Muslims and the Islamic lifestyle, as a result, global brands, not only in the Tourism sector, started to provide Halal products and services using these platforms. Furthermore, a growing interest in Halal Tourism in more developed countries mainly in Europe is also an ascending trend. Innovation and technology will play a significant role in the Halal Tourism Industry, not only for consumers but also for small and big businesses, mainly by fastening the Halal certification process. Moreover, the growing importance of the role of domestic tourism in OIC countries, the impact of the younger population in consumer behavior, the increasing interest of Muslims wanting to live in more

developed countries outside of the OIC, and the COVID-19 impact which severely postponed spending decisions to the post-pandemic period in travel and tourism are currently major trends in OIC countries in 2022.

To conclude, the Halal Travel Market has also been reported to have mainly Economic, Social and Environmental Impacts at destination levels. Rasul (2019) alludes to the idea that at an Economic level, besides direct impact on GDP and employability, Halal Tourism can also be a significant driver of economic growth.

#### **2.4. Travel Motivators and Destination Attributes**

In their research Heesup et al. (2019) acknowledge that Halal-friendly travel motivations are significant drivers of customer return on investment, satisfaction, and improved customer retention. The authors further associate Halal-Friendly attributes with a strong relationship with customer return on investment, sense of belonging, satisfaction with travel experience, and customer retention.

Due to the large size of the global Halal Travel and Tourism Market in terms of culture, origins, purchasing power, and travel motivators, El-Gohary (2016) suggests that it would be wrong to assume that these consumers have similar travel and tourism needs. Rasul (2019) further indicates that not all Muslims are performing Muslims, moreover, the following and guidance of the Shariah Laws will depend on each person's individual connection to Islam. Therefore, some Muslims might interpret Sharia principles, in which Muslim-friendly attributes are derived, in different ways, and their importance as a factor for decision-making regarding travel planning and preferences (El-Gohary, 2016). Moreover in the Halal Tourism Market, (Moshin et al., 2020, p. 7) refers that "Aside from a common religious component, this particular market's tourists cannot be targeted as a uniform segment". Furthermore, the author also mentions the relevance of young/Millennial Muslims as a market segment that must be studied namely their consumer behaviors.

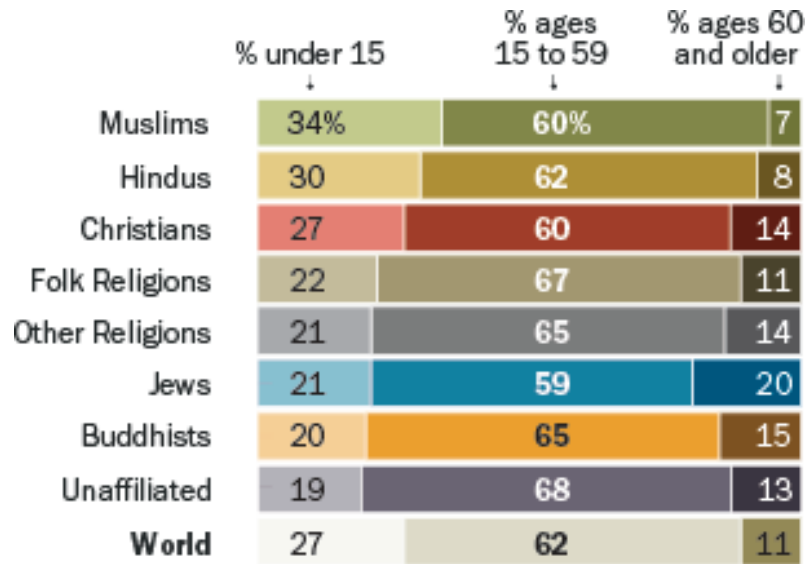
Due to the large heterogeneity of the Halal Travel and Tourism Market, different Travel Motivator and Destination Attributes can be valued differently by the Muslim Tourist depending on personal needs and the destination as mentioned above. For example, Han et al. (2019)

developed a theoretical model identifying South Korea's most important destination attributes for Muslim tourists, and how these can contribute to the creation of a non-Muslim destination image. Through in-depth interviews, the authors identified several Halal-Friendly dimensions that Muslim Tourists point out and value in the country, mainly, halal food, facilities, social environment, services, locals, and trained staff, being the availability of halal food the most important. Furthermore, it was also found that the mentioned halal-friendly attributes have significant and positive impacts on Muslim tourist's overall destination image, affective destination image, revisiting intentions, and recommendation intentions. Also in South Korea Heesup et al. (2019) identified Halal-friendly accommodation, Halal food, Halal-friendly facilities, service encounters, and Halal-friendly locals and other travelers as five key components of Halal-friendly travel motivations.

However, it must be stated, and as mentioned above, that these attributes can vary depending on the tourist's intrinsic travel motivators and the country of destination. In Indonesia, Suhartanto et al. (2021) performed a study where the authors highlight the role of the local people, their kindness, and welcoming attitude as the most important factor in influencing Halal Tourists intention to visit and revisit, further pointing out Halal facilities and services, and trained staff as travel motivators for these consumers in Indonesia. In China, Jia and Chaozhi (2019) discovered that facilities related to hotels, shopping, food, entertainment, transport, toilet, and trained staff are expected.

Demographics also play an important role in defining travel motivators and destination attributes valued by Halal Tourists as pointed by El-Gohary (2016). It is projected that until 2050, Islam will grow faster than any other major religion worldwide, furthermore, it is the only major religion which is expected to increase more rapidly than the world's population (Wormald, 2015). Therefore, a close study and understanding of the different demographics their travel motivators and what destination attributes they value is up the rightest importance. It is also expected that by 2050, 34% of Muslims will be under the age of 15, 60% between 15 and 59 years old, and only 7% above 60 (Figure 6)

Figure 6: Age Projection of Different Religious Groups by 2050



Source: Wormald (2015)

The need for this knowledge is further pointed out by Crescent Rating (2022) which states that Muslims Travelers have different Faith-Based Needs divided in “Need to have”, “Good to have” and “Nice to have” (Table 4). In addition to that, the same report points out that when planning a trip, the availability of Muslim-friendly services is an essential factor of choice for every demographic.

Table 4: Muslim Traveler Faith Based Needs

Halal Food Services	Need to Have
Salaath (Prayer Facilities)	
Water Friendly Washrooms	
No Islamophobia	
Ramadan (Fasting Services & Facilities)	Good to Have
Local Muslim Experiences	
Social Impact Activities	
No Non-Halal Activities	Nice to Have
Recreational Spaces with privacy	

Source: Adapted from Crescent Rating “Global Muslim Travel Index 2022”

The same report highlights the importance of Millennial Muslims as well-educated, tech-savvy, and a demographic that puts more effort and research before doing travel arrangements. Muslim

Women are also identified as an emerging market, as they mainly travel with their families and are mostly responsible for trip planning. Moreover, Gen Z Muslims that fundamentally grew up in a technologically related environment, are heavily reliant on their gadgets in their daily lives and are naturally more reluctant to travel to satisfy their curiosity. All the above information strengthens the argument that the Halal Travel Market is very different in their travel motivators and the destination attributes each person values the most as mentioned above.

## **2.5. Main Opportunities and Challenges**

On trying to implement their strategies, the most varied players in the Tourism industry face severe challenges on trying to meet the Muslim tourist necessities, however, opportunities deriving from this market, and economic benefits largely justify the obstacles that must be surpassed.

### **2.5.1. Challenges**

Research on related Halal Tourism literature shows that one of the main obstacles, if not the primary one, to developing the Halal Tourism market worldwide, is the pure absence of a clear conceptualization of what is this term, and its definition (El-Gohary, 2016). In accordance with this idea, the study and understanding of the specific needs, desires and behaviors of the Muslim traveler is mandatory before developing products or services, so that is certain that the best practices are applied (Jeaheng et al., 2019).

Another obstacle pointed by related literature is Islamophobia which can severely impact Muslim tourist's intentions to visit a country and their experience at the destination level, this is due to a religious stigma mainly with Muslim women who are seen as collectively stigmatized making them extremely vulnerable to anti-Muslim behaviors as pointed out by (Moufakkir, 2020). On the topic of nationalism, immigration, and minorities, the Christian share of the population worldwide is decreasing and the religion unaffiliated population is rising. Moreover the Muslim share of the population in western Europe continues to grow due to immigration, high fertility rates, and a relatively young demographic. (Pew Research Center, 2018). The same institution indicates that public opinion on Muslim tourists in Europe is in degradation, for example, in Italy, 26% of the population thinks that the teaching of some religions can promote violence

further characterizing Islam as a violent religion. Moreover, the survey points out that one in every four Danish, German, Irish and Swiss adults score higher than 5 on a 10-point scale in terms of nationalism, anti-immigrant, and anti-minority sentiment.

The hospitality sector also faces big challenges on trying to meet the Muslim tourist needs. This framework is further pointed by Saad et al. (2014). The authors found that i)- “Deprivation of the insertion in the international or local hotel classifications”; ii)- “Competition with other non-Islamic hotels”; iii)- “The need for specific criteria appropriated to the international hotel classifications”; iv)- “The absence of revenue from the sales of alcohol affects food and beverage profits”; v)- “Capacity management in demand due to the requirement of gender segregation”; vi)- “Innovation is essential, through providing unique services next to the observance of Islamic legitimacy controls”; vii)- “Design and development must reflect the spirit and culture of Islam, not only for the design of buildings, but also in providing the remaining services”; viii)- “Absence of a federation that should coordinate and organize the general framework and put code of ethics for hotels working in this field”; ix)- “Media attack, either by competitors or by the anti-Islamic notions”; x)- “Lack of educational institutions that are keen on providing curriculum and learning experiences related to halal tourism” as the main challenges to Hotels.

Still in the hospitality field, it is also clear the lack of awareness by the sector's main players about the Halal Travel and Tourism Market. This is further evidenced by Razzaq et al., (2016) as the authors acknowledge that in New Zealand only 3 out of 367 booking websites specifically mention Halal accommodation or Halal-Friendly features in the Hotel. Moreover, Razzaq et al. (2016) suggests the following criteria usually required by Muslim travelers when booking accommodation that can become a major challenge, mainly: i)- Hotels meeting the religious needs of travelers; ii)- Information about places of worship; iii)- Availability of halal food; iv)- Prohibition of alcohol consumption and gambling; v)- Removal of any pornographic material from being showed in the room, and the hotel proximity to the local red-light district; vi)- Appropriate dress code by Hotel staff.

Mohsin et al. (2020) mentions another arising challenge on attracting Muslim tourists which is the availability of Halal Food, which assures that animals were slaughtered in accordance with Zibah rituals. On the same topic Zakiah et al., (2016) recognizes that creating awareness on what is Halal, and how to prepare Halal Food is the biggest challenge among tourism suppliers,

moreover, despite the growing number of Halal certified businesses, they are still hard to find outside major cities.

According to the same study, it is also hard to ensure that food is prepared in a Halal way. Furthermore, Moshin et al. (2020) state that, countries like Japan are trying to attract the Muslim tourist by trying to close the gap in halal hotels by offering vegetarian and seafood meals, plus prohibiting pork meat and alcohol. The authors further point out that countries like Thailand, Japan, and South Korea are marketing themselves as good destinations for Muslim tourists through the marketing of Halal food.

Certification is also a crucial topic that Muslim tourists consider on their travel and which must be addressed as pointed by Moshin et al. (2020). The authors further state that Halal certification must be displayed in halal related activities, such as hotels and restaurants, as it reassures Muslim travelers that the Sharia Laws are being met. Moreover, using Malaysia as an example, Zakiah et al., (2016) show that in 2010, the country set higher standards mainly on Halal restaurants at hotels to obtain Halal certificates. However, the certification process can be confusing and discouraging as the lack of standardization is evident, as pointed out by the same authors. Furthermore, the authors affirm that many types of Halal standards and certifications are available in Japan are provided by both non-governmental organizations and businesses, this creates extended confusion on how to obtain Halal certificate, as not only the certification is hard to comply with, but standards appear to be different from one consultant to another.

The lack of awareness by tourism stakeholders not only about the Halal tourist needs but also that this segment exists is another severe challenge. For example, on the topic of Halal food creating awareness of what is Halal and how to prepare food according to the Sharia Law among tourism suppliers, such as restaurants or hotels, is one of the biggest challenges (Zakiah et al., 2016). Adding to this idea, the process should begin with recognizing and standardizing what is halal compliant and necessary for meeting these consumer's needs, as they look for key features such as Halal certification when planning their travels, besides the existence of places of worship as destinations add to these tourists confidence about traveling to a certain destination (Moshin et al., 2020).

To conclude on the topic of challenges, further evidence presented by (CIMBAL, 2022) shows that the development of legal marks and legislation is of crucial importance for the development

of this market is Muslim majority or minority countries. This represents not only a change in perception but also a clear recognition that the Halal Tourism Market should not be ignored. Moreover, the development of guidelines, audit procedures, certification, and increase in exports to Muslim countries, show clear signs that this market still is in a growing phase, which in the future will be recognizable as of extreme importance in global trade.

### **2.5.2. Opportunities**

Due to the large size and potential of the Halal Tourism market, which was already broadly discussed before, a broad range of opportunities emerges that should be considered by tourism stakeholders. By compelling evidence from several studies and reports, a paper by Al-Ansi and Han (2019) points in the direction that Halal Tourism is the next major trend in the international Travel and Tourism Industry. The same authors states that destinations in all continents are concerned with obtaining Muslim traveler satisfaction and trust, with the aim of further develop the capabilities and performance of destinations by extending their offering to the Muslim traveler in terms of high quality products and services, which can also be enjoyed by non-Muslim tourists.

At an economic level, Slamet et al (2022) indicates that Halal Tourism has a positive economic impact on destinations and the welfare of local communities, further stating that the benefits of Halal Tourism despite being aimed at Muslim travelers, it is open to everyone, thus, everyone can interact with Halal products. Furthermore, it is broadly expected that global brands in the hospitality sector start to address the opportunities that Halal Tourism provides, this being further extended at destination levels, where it is expected that countries start to increase attention to this new market and take the initiative to be more Muslim friendly (Battour & Ismail, 2016).

According to the same authors, Travel Agencies can target Muslim travelers by offering tours and packages exclusively tailored to this market, and even conceive programs in non-Muslim countries (Such as Portugal) to visit Islam-related historical, religious, and cultural heritage, letting Muslims learn about other communities and share their beliefs. Adding to this idea, travel agencies can explore Halal Tourism related opportunities in areas such as business travel, family-

friendly packages, Muslim-friendly services, luxury, and Muslim world heritage sites (Battour & Ismail, 2016)

Further opportunities arise in other Tourism related industries, and as a consequence of a growing travel tendency of the Muslim community worldwide, mainly in aviation, Islamic village tourism, and Islamic cruises as indicated by (Stephenson, 2014). Starting with the first one, the author acknowledges that, airlines would need uniquely designed aircraft facilities adapted to this market segment such as gender-specific prayer spaces or in-flight religious entertainment. The author further alludes to the idea that Islamic hospitality can be developed on a larger scale, stating that “An example is the ‘traditional village of al-Saha’, located in a southern suburb of Beirut. No alcohol is served to visitors and entertainment adheres to Islamic principles. The village represents Islamic and Arabic architecture, music, poetry, and varied art forms” (Stephenson, 2014, p. 161). Moreover, Islamic cruises are also a further development area, with cruise companies such as Kosherica, Christian Cruises.Net, and Salam Cruise are companies that are starting to develop and offer cruise ship holidays specifically dedicated to Jewish, Christian, and Muslim targets.

According to (CIMBAL, 2022) on the topic of Halal Food new opportunities arise, for example, in the Arab League countries, mostly located in the Middle East and North-Africa, with a Muslim-majority population, most food that is consumed is imported from other countries. Therefore, having Halal-certified products is a significant competitive advantage when exporting goods to these markets, especially when considering its growth projections. The same institution further points that in many western countries not only supermarkets but also companies like Unilever or Nestlé have already started to officially certify their products as Halal. Moreover, the latter is one of the biggest suppliers of Halal Food in the world.

Concluding this topic, the digitization of the Tourism and Hospitality businesses can increase opportunities for technology related innovations, an area which has still not been explored amidst Halal Tourism related businesses (Prayag, 2020, p. 558). Moreover, Rasul (2019) indicates that Halal Tourism can offer and provide significant opportunities at an economic, social, and environmental level. Evidence that is further supported by (CIMBAL, 2022) which further states that the development of the Halal Tourism market can help to eradicate poverty and has big potential to generate new jobs and social harmony.

## **2.6. Europe's Halal Tourism Market Overview**

In regards to the Halal Travel and Tourism Market, Crescent Rating (2022) developed the Access Communications Environment Services (ACES) evaluation model (Figure 7), published in the Global Muslim Travel Index 2022, and in which evaluates each participating destination in its capability of: i)-Ease of access (Visa requirements, air connectivity, land access to a destination and transport infrastructure); ii)- Internal and external communications (Language proficiency in destinations, stakeholder awareness of the Muslim travel market); iii)- Environment (Safe spaces free from faith and dress code restrictions, general safety, Muslim arrival numbers); iv)- Services provided (Services to Muslim travelers, level of facilities catered to the faith based needs, halal dining facilities, prayer places, destination Islamic heritage). Considering what was previously stated, Portugal, despite having significant links to Muslim heritage throughout its history, it occupies a very poor position in the Global Muslim Travel Index, the 68<sup>th</sup> place out of 138 destinations evaluated, and scoring only 33 points in 100 possible.

Figure 7: European Countries Ranking According to the ACES framework in the GMTI

	GMTI		Access (10%)			Communication (20%)			Environment (30%)					Services (40%)					
	2022 Rank	2022 Score	Connectivity	Visa Requirements	Transport Infrastructure	Communication Proficiency	Destination Marketing	Stakeholder Awareness	Enabling Climate	General Safety	Faith Restrictions	Sustainability	Visitor Arrivals	Hall Dining	Prayer Places	Airport	Unique Experiences	Hotel	
Albania	36	44	17	78	56	18	12	80	52	76	67	63	22	60	60	33	11	19	
Andorra	93	29	5	56	84	16	12	5	90	84	100	54	2	20	15	0	10	18	
Armenia	93	29	34	74	61	26	0	0	75	76	100	42	4	30	25	0	10	19	
Austria	76	32	42	56	84	36	12	15	85	54	27	40	8	47	40	9	16	38	
Azerbaijan	22	53	54	68	83	19	16	66	47	76	100	36	13	70	80	63	16	36	
Belgium	61	35	37	56	75	30	12	16	78	68	68	33	34	4	60	50	20	13	27
Bosnia and Herzegovina	46	40	20	70	47	17	16	31	43	64	67	53	5	55	70	32	17	34	
Bulgaria	93	29	26	56	59	12	12	15	59	59	67	51	14	29	20	18	16	25	
Croatia	61	35	16	56	74	34	41	5	67	74	100	60	5	35	20	6	10	41	
Cyprus	61	35	18	56	72	34	16	21	77	74	100	54	3	40	40	0	11	23	
Czechia	87	30	24	56	68	10	12	0	70	68	100	46	3	25	15	29	14	24	
Denmark	109	28	26	56	84	39	12	15	91	50	33	43	4	35	30	9	10	23	
Estonia	93	29	13	56	70	31	12	0	72	70	77	56	1	19	15	28	10	23	
Finland	81	31	21	56	88	33	12	5	88	66	67	41	2	25	20	33	10	23	
France	43	41	52	56	82	28	12	26	83	41	40	52	24	55	50	46	52	37	
Georgia	49	39	48	88	62	21	16	15	50	66	100	48	23	35	40	33	11	25	
Germany	43	41	52	56	81	31	12	16	79	54	67	24	10	55	50	53	47	35	
Greece	81	31	42	56	73	24	12	30	65	57	67	49	16	20	25	13	28	29	
Hungary	123	26	22	56	65	10	12	0	70	49	100	37	5	20	15	20	10	23	
Iceland	93	29	7	56	74	0	12	3	84	88	73	50	1	15	15	33	10	22	
Ireland	43	40	21	56	74	68	12	5	84	64	100	52	6	30	50	53	11	23	
Italy	49	39	40	56	70	11	38	23	75	59	67	68	15	33	20	38	60	38	
Latvia	93	29	19	56	71	38	12	0	63	74	43	46	1	25	20	27	10	23	
Lithuania	93	29	13	56	73	28	12	0	68	77	100	45	1	25	15	9	10	23	
Luxembourg	81	31	25	56	83	70	0	5	79	73	100	61	2	25	20	0	10	22	
Montenegro	87	30	12	68	63	0	12	20	47	76	100	45	6	30	30	0	10	22	
Netherlands	57	36	44	56	96	30	16	16	88	59	67	58	7	49	50	14	11	26	
North Macedonia	68	33	11	62	56	1	12	30	45	74	83	69	6	40	40	13	10	17	
Norway	93	29	19	56	76	61	12	15	81	54	60	46	3	25	30	0	11	23	
Poland	109	28	31	56	68	18	12	3	62	48	100	39	5	25	15	22	19	23	
Portugal	68	33	13	56	80	20	16	3	73	81	100	42	4	30	20	20	23	29	
Romania	109	28	18	56	57	23	12	0	63	76	100	40	2	25	15	4	11	23	
Serbia	81	31	18	75	57	34	12	15	59	79	100	39	4	35	15	0	10	22	
Slovakia	117	27	5	56	59	11	12	0	68	66	77	51	1	25	15	20	10	23	
Slovenia	109	28	16	56	69	46	0	5	69	81	67	56	2	30	15	0	11	23	
Spain	40	42	38	56	85	9	59	5	81	62	50	42	26	50	25	33	59	39	
Sweden	87	30	17	56	81	40	16	15	89	57	73	42	3	32	25	9	13	22	
Switzerland	61	35	47	56	94	48	12	15	80	43	33	42	5	55	50	30	12	29	
Turkey	2	70	66	81	76	24	26	69	61	68	100	54	88	80	100	87	53	59	
United Kingdom	28	51	45	58	78	68	23	20	92	55	100	41	14	70	70	61	32	46	
Average	73	35	27	60	73	28	15	16	71	66	78	48	9	37	34	23	18	27	

Source: Adapted from Crescent Rating “Global Muslim Travel Index 2022”

In Europe, a continent where Christianity is the predominant religion in most countries, the continent lacks and has severe issues in most evaluation criteria of the ACES model. For instance, it is a predominant tendency that European countries have poor scores in the Communication criteria, with the average score in Destination Marketing being 15, and 16 in Stakeholder Awareness in 100 points possible. Moreover, in Environment, the sub-criteria Visitor Arrivals average score is only 9 points with some countries like Estonia, Iceland, Latvia, Lithuania, and Slovakia having only 1 point. Its only in the Environment criteria that Europe can obtain significant positive scores, in fact, the Faith Restriction has an average punctuation of 78, reflecting the continent’s freedom of religion and no restrictions on this matter with several countries, where Portugal is included, getting the full score.

As for the Services criteria in the continent, regarding the Hotel topic, there are still concerns regarding this issue despite the hotel being in a Muslim or non-Muslim country. The implementation of Sharia-compliant hotels (Operated according to the Sharia-law) in some Muslim countries in the Middle-East and South-East Asia has been quite a success. In contrast, there is a big challenge in fully implementing Sharia-law hotels in non-OIC and the majority of countries in Europe, due to the uncertainty and anxiety as to these practices can lead to the losses of non-Muslim countries (Jeaheng et al., 2019).

In 2010, Cyprus, Bulgaria, France, Belgium and Germany were the countries with the biggest Muslim population in Europe. Moreover, it is expected that until 2050 this population will further grow in northern Europe, mainly in Sweden, but also in the United Kingdom. However, the largest percentual increases in this demographic it is expected to happen in Spain where it is expected to grow from around 2.1% of total population in 2010, and up to 7,5% in 2050 (CIMBAL, 2022).

In Spain, the Halal Tourism Market importance has been increasing and it is currently one of Europe's hotspots for this type of tourism. In 2017 there were 336 companies in the entire nation which would sell products exclusively to this market, the majority of them being located in Andalusia and Catalonia regions. Moreover, 94% of products produced by these companies were related to the Halal Food industry, being 75% of them exported to Algeria, Morocco, France, the United Kingdom, Saudi Arabia and, the United Arab Emirates. The country has 1.190.000 (One million, one hundred and ninety thousand) Muslims, or about 4% of Spain's total population, most of them being located in Barcelona, Madrid, Murcia and Almería regions (CIMBAL, 2022).

## **2.7. Portugal Halal Tourism Market**

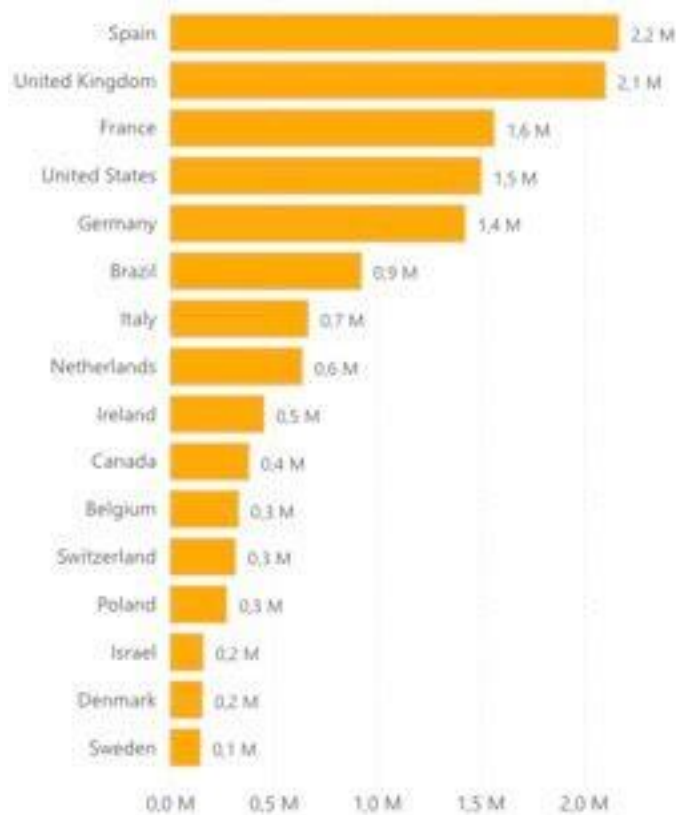
CIMBAL (2022) indicates that in Portugal, there is an estimated number of approximately 50.000 (Fifty thousand) Muslims living in the country, these being primarily distributed in Lisbon, Odivelas, Laranjeiro, Palmela, and Barreiro, with some praying places in both Porto and the southern part of the nation. The same report further points out that in the country, the number of Muslims will increase significantly to the point that, in 2050 it is expected that 110.000 (One Hundred and Ten Thousand) Muslims will live in the country, or 4 times as many of the 2010

registered numbers. However, the percentage of the Muslim community when compared to the general population in Portugal will remain way lower than the European average of 10.2% of the population in 2050, with figures of only 1.3% of residents in Portugal for the same year. Therefore, putting the country in the 18<sup>th</sup> position with the biggest percentage of the Muslim population in all 27 member states of the European Union.

The current literature regarding the Halal Tourism Market or even other areas of the Halal Industry as a whole in the country is none or close to zero. Furthermore, exploratory interviews performed by the author, showed that stakeholders have mostly no knowledge of the existence of this market segment or even its faith-based needs. On the topic of strategy and tourism planning, the Halal Tourism Market is pretty much forgotten or not known in the country. In fact, in the official document “Estratégia Turismo 2027” published by Turismo de Portugal, there are no references to the Halal Tourism Market. The only Muslim-majority countries mentioned are from the Arabic Peninsula and are only mentioned as “Mercados de Atuação Seletiva” (“Selective Action Markets”) where solely specific market opportunities should be explored. Adding to this idea, there are also no references to North Africa or Asian countries, some of the biggest Halal Tourism outbound markets in the world (Turismo de Portugal, 2017).

The position and performance of Portugal in the Halal Tourism market, mainly in the Global Muslim Travel Index, is remarkably poor (Crescent Rating, 2022). Despite having strong historical and cultural links to Islam derived from 6 centuries of Muslim occupation, and the country having several Islamic heritage sites in its territory, Portugal has a negative overall score in the ACES framework mentioned above from the GMTI 2022. The country is above Europe’s average score in only 7 of the overall 16 sub-criteria, these being i)- Transport Infrastructure; ii)- Destination Marketing; iii)- Enabling Climate; iv)- General Safety; v)- Faith Restrictions; vi)- Unique Experiences; vii)- Hotel. The country scores below average in the rest of the evaluation criteria, with even presenting a score close to 0 in Stakeholder Awareness and Visitor Arrivals, showing that Portuguese tourism agents still have close to no knowledge about this arising market.

Figure 8: Largest Outbound Markets to Portugal



Source: Turismo de Portugal (2023)

Moreover, in what concerns the “Visitor Arrivals” criteria, according to Turismo de Portugal (2023) there is not a single Muslim majority country in the TOP 16 tourism outbound markets to Portugal (Figure 8). As a consequence of the very low number of tourists, the number of overnight stays, and revenue generated from these markets are also very low, or even unknown.

On the topic of certification, the only official certifier institutions in Portugal are “Instituto Halal de Portugal” and “Fundação Islâmica de Palmela” whose major area of certification is Halal Food. In the country, the Muslim community has been manifesting concerns regarding the authenticity of Halal-related products, due to excessive artificial food and questionable Halal certification from other providers (Instituto Halal de Portugal, 2023).

According to Guerriero (2023) on the topic of Halal Certification, around the world, despite already existing 400 different enterprises dedicated to this sector, only a very restrict group does have all or almost all accreditations required to sell products to Muslim-majority countries. This problem further extends to Portugal, consequently, if Portuguese companies want to export their

products to the Muslim countries of the Gulf Cooperation Council, such as the United Arab Emirates, they will have to obtain a special certification from a foreign institution, such as Instituto Halal de Italia, that possesses the accreditations necessary from Halal standardization authorities in the referred region. As an example, at the date this document was delivered, there were no Halal Certification companies in Portugal that certify companies to export their goods to the Gulf Cooperation Council countries mainly Saudi Arabia and the United Arab Emirates. Therefore, if Portuguese businesses want to do international trade with these countries, they have to get a certification from a certification enterprise accredited by the GCC Accreditation Center (GAC)

Table 5: Levels of Halal Certification Offered by Instituto Halal de Portugal.

	Level 1	Level 2	Level 3
Rooms	Hygiene conditions: - Towel for ablution - Washing utensils	Praying Conditions: - Prayer mat or towel - Knowledge of cardinal points and Mecca's directions.	Absence of Haram - Decoration - Minibar
Pools & SPA	Possibility of Burkini usage	Different schedules for ladies or families	Different facilities for men and women
F&B	Menu and halal utensils	Separate Halal kitchen	Totally Halal (Halal Certified)
Events	Cultural training	Halal Menu	Halal exclusive zone/towels

Source: Instituto Halal de Portugal (2023)

In what concerns the Hospitality sector, as it will be discussed in an extensible manner in the “Discussion” section of this thesis, the country does have poor levels of facilities, both in general, and at a Hotel level required to satisfy the needs of this market. In Table 5, are displayed the three levels of certification provided by Instituto Halal de Portugal, with each level representing a more adherence to the Sharia-Laws, however, there are almost no Halal-certified hotels in Portugal, not even with the Level 1 certification, as it will be further discussed.

The Halal Food industry in the country still faces severe challenges referring to the authenticity of the products, for example, in slaughterhouses it must be assured that animals are killed while performing the Tasmiyah which not always happens. In butchers, the Halal process is mostly not

respected, in addition to that, meat can be contaminated due to the lack of hygiene measures. In Restaurants, there is a lack of certification on food and ingredients needed to cook, moreover, the same institution further points out problems related to the supply chain and the difficulty to distinguish between Halal or non-Halal products. On what general goods is concerned, it is recommended that Muslims use cosmetics that have only Halal-based ingredients to perform Islamic rituals in a correct way (Instituto Halal de Portugal, 2023).

## **Chapter 3. Methodology**

While quantitative research methods are used when factual data is required to answer research questions, and variables can be linked to form a hypothesis, qualitative research methods are mostly used to answer questions about experiences and meaning from the participants point of view (Hammarberg et al., 2016). The same authors point to the fact that qualitative research usually involves a more theoretical and philosophical framework with rigorous analysis, moreover, qualitative research techniques can include small group discussions, semi-structured interviews, and in-depth interviews.

Regarding qualitative research (Aspers & Corte, 2019, p. 155) defines it as an “Iterative process in which improved understanding to the scientific community is achieved by making new significant distinctions resulting from getting closer to the phenomenon studied”. Furthermore, the same authors mention that it is the result of the combination of two criteria mainly, how to do things, by analyzing empirical material, and the outcome, which is the improved understanding of a certain topic to the scientific community.

The current research method consists of an Exploratory (Qualitative) research method based on face-to-face in-depth interviews with various tourism economic agents from different types of businesses related to the Tourism industry such as Hotels, Travel Agencies, Restaurants, and other relevant institutions.

An Interview is by nature a qualitative exploratory process that promotes human interaction and contributes to an in-depth understanding of a certain phenomenon. However, the sample size considered adequate for qualitative studies is far from being consensual ranging between 5 and 50 interviews. A number of 25-30 interviews is pointed as the minimum sample size in which the saturation and redundancy point is reached, as a consequence, no further data collection process is needed (Dworkin, 2012). Therefore, it is impossible to define the right number of qualitative interviews necessary to conclude a project. According to Baker and Edwards (2012), the authors encourage graduate students to conduct between 12 and 60 interviews, suggesting that for a Master’s Thesis a good number is between 20 and 25. For the current master thesis, and according with the same author, a number of 25 interviews for the Exploratory Phase was the objective for this research.

For this research, the interviews were conducted in a face-to-face online form, and in a semi-open format, as these are commonly used in qualitative research and consist in a

Dialogue between researcher and participant, guided by a flexible interview protocol and supplemented by follow-up questions, probes and comments. The method allows the researcher to collect open-ended data, to explore participant thoughts, feelings and beliefs about a particular topic and to delve deeply into personal and sometimes sensitive issues. (DeJonckheere & Vaughn, 2019, p. 1).

A Netnography was also performed which helped to further understand Portugal's Hotels conditions to receive and attract these types of consumers, while doing a comparison with other Hotel services in 11 selected destinations from the GMTI 2022. Furthermore, in order to refine both general and specific objectives for this investigation, 2 exploratory interviews were performed with both a Halal-certified Hotel and a relevant organization that is developing projects for the Halal Tourism Market in the Alentejo region, mainly in Mértola and Beja.

To have a better understanding of Portugal level of facilities regarding Hotels for the Muslim tourist, and to compare it to other destinations, a Netnography was performed and used as a benchmark for comparing the performance of this country in terms of tourism offer in the hospitality sector with other European, Asian and North Africa nations. Netnography is a recent Internet-based qualitative research method used to study emerging online communities, consumer motivation, and behaviors, being conducted entirely online (Xharavina et al., 2019). According to the same authors, this research method has gained momentum as a direct consequence of the rapid growth of Internet usage by consumers who are turning to online communities for information research. Furthermore, the multiplication of social networking websites is supporting consumers when making choices and helps them in their purchase decisions (Coombes & Jones, 2020). In his work "Netnography Redefined" (Kozinets, 2015, p. 1) states that Netnography "Uses social science methods to present a new approach to conducting ethical and thorough ethnographic research that combines archival and online communications work, participation and observation, with new forms of digital and network data collection, analysis and research representation". Finally, the same author defines Netnography as a "Specific sets of research positions and accompanying practices embedded in historical trajectories, webs of theoretical constructs, and networks of scholarship and citation; it is a

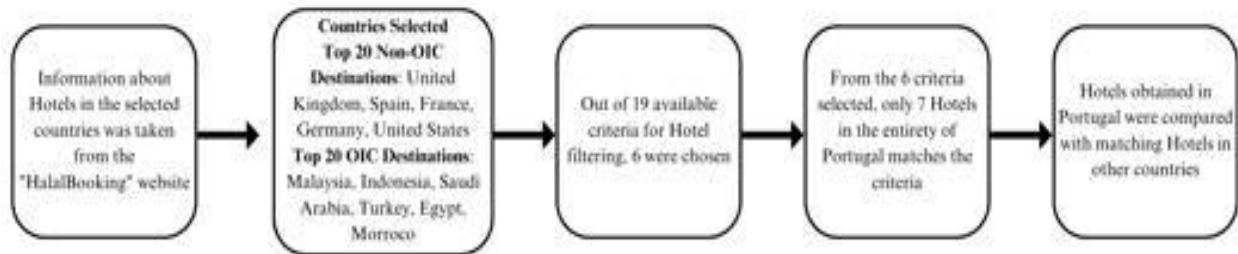
particular performance of cultural research followed by specific kinds of representation of understanding” (Kozinets, 2015, p. 1).

### 3.1. Procedures

#### 3.1.1. Netnography Procedures

For the development of this thesis, and respective Netnography as a tool for qualitative research, the following steps were taken, as illustrated in Figure 9.

Figure 9: Netnography Steps and Procedures



Source: Authors own

The website “Halal Booking” was used as a means of getting insights and comparing each hotel’s level of facilities that are able to meet the requirements of the Muslim tourists. The above-mentioned website is officially owned by Booking.com and works as a hotel reservation tool where tourists can book Sharia-Compliant accommodations with different characteristics depending on their necessities and faith-based needs. In the entire HalalBooking database, according to each property facilities, exist 19 selection criteria for hotel filtering, which are described on Table 6, and are mostly related with Halal Food, Alcohol-free Areas, and Leisure for Ladies and Family.

Table 6: Filters on the Halal Booking Website

<b>Halal Food</b>	All halal food
	Some halal food
	Halal food on request
	Halal food nearby
<b>Alcohol-free Areas</b>	Alcohol-free property
	Alcohol-free restaurant

<b>Leisure for Ladies and Family</b>	Alcohol-free room
	Beach: Ladies – only (Secluded)
	Beach: private hire (Secluded)
	Beach: In villa/room (Secluded)
	Beach: Mixed – Modest swimwear
	Pool: Ladies – only (Secluded)
	Pool: private hire (Secluded)
	Pool: In villa/room (Secluded)
	Pool: Mixed – Modest swimwear
	Wellness & Spa: Ladies – only (Secluded)
	Wellness & Spa: private hire (Secluded)
	Wellness & Spa: In villa/room (Secluded)
Wellness & Spa: Mixed -Modes swimwear	

Source: Author own

From the above described criteria, 6 were chosen, not only to remove all the Hotels in the database that do not have a single Sharia-Compliant attribute, but also taking in consideration the minimum criteria that a Muslim traveler would chose for Hotel accommodation booking, namely: i)- Halal Food nearby; ii)- Alcohol-free room; iii)- Beach – Mixed modest swimwear; iv)- Pool – Mixed modest swimwear; v)- Wellness & Spa – Mixed modest swimwear; vi)- Review Score – Our Score (Good: 7 +). Therefore, a benchmark was performed to compare Halal Hotels and their infrastructure in Portugal and other selected countries present in the Global Muslim Travel Index 2022, a report which was broadly discussed in previous chapters of this document.

Halal Hotels in Portugal were compared to matching hotels in 11 other countries in Asia, Europe and North America, and North Africa, as these countries were the best performers in their respective continents as illustrated by (Crescent Rating, 2022). From these countries, and due to cultural similarities with Portugal, 5 of the TOP 20 Non-OIC Destinations in the GMTII 2022 were chosen, these being the United Kingdom, Spain, France, Germany in Europe, and the United States of America in North America. Furthermore, from the TOP 20 OIC Destinations from the same report, Malaysia, Indonesia, Saudi Arabia, Turkey, Egypt, and Morocco were used as a basis for comparison. As a result, the following list of Hotels per country was obtained (Annexes from 2 to 13)

### 3.1.2. Exploratory Phase Procedures

In the Exploratory phase, with the objective of obtaining a greater understanding and collect new insights, tourism agents/stakeholders were targeted and subjected to in-depth interviews with a duration of between 20 to 50 minutes. The interviewees were between 35 and 50 years old, and mostly located in the Porto, Lisbon, Almada, Alentejo (Beja and Mértola) and Algarve regions being 17 Men and 3 Women for a total of 20 interviews. Despite the aim to accomplish 25 interviews, a saturation point was reached after the 20th interview was conducted, to the point where no further relevant insights were being collected. The saturation point is a common guideline that assesses the adequacy of the sample size, it is the point in data collection where all of the most relevant insights are collected, and new data does not add further theoretical contributes (Hennink & Kaiser, 2022). Consequently, no further interviews were performed as the data collected was being repeated and no longer useful. This is evidenced by (Francis et al., 2009) that suggest that new interviews conducted without new ideas emerging as a stopping criterion.

In order to get an egalitarian target population for this research, both 20 men and 20 women were given the possibility to participate in this research, however, from these, only 17 men and 3 women accepted to participate (Table 7). For the development of the Exploratory phase and respective qualitative analyses, a total of 22 interviews were performed, with the first 2 being only exploratory and which helped gain insights for the development of this thesis. Moreover, from these participants 2 identified themselves as Muslims, and the rest are a part of small businesses or relevant institutions for the Tourism industry in Portugal.

Table 7: Characterization of Participants in the Research

Job/Role	Participant	Business Typology	Sex	City	Interview Date	Format	Nº
Regional Promotion	CIMBAL	Municipality Community	Male	Beja	14th November	Online Face to Face	P1
Owner	Casa do Roxo	Hotel	Male	Beja	6th January	Online Face to Face	P2
Owner	Vila Velha de Mértola	Restaurant	Female	Mértola	1st March	Online Face to Face	P3
Owner	Talho Halal da Margem Sul	Butcher	Male	Almada	3rd March	Phone Interview	P4

Halal Market Specialist (Retired)	JW Marriot - London	Hotel	Male	London	3rd March	Written Response	P5
Innovation Strategy and Development	NEST Centro de Inovação do Turismo	Tourism Consultancy	Male	Castelo Branco	10th March	Online Face to Face	P6
Municipal Employee	Camara Municipal de Aljustrel	Municipality	Male	Aljustrel	13th March	Written Response	P7
Owner	Casa do Mogadouro	Hotel	Male	Guarda	13th March	Online Face to Face	P8
Executive Director	Agência de Promoção Turística do Alentejo	Regional Promotion Agency	Male	Alentejo	15th March	Online Face to Face	P9
Founder	Portugal A2Z	Travel Agency/Tour Operator	Male	Leiria	16th March	Online Face to Face	P10
Municipal Employee	Camara Municipal de Tomar	Municipality	Female	Tomar	22th March	Online Face to Face	P11
Municipal Employee	Camara Municipal de Lagos	Municipality	Male	Lagos	22th March	Online Face to Face	P12
Owner	Monte do Ramalho	Hotel	Male	Avis	24th March	Online Face to Face	P13
Regional Promotion	CIMBAL (2nd Interview)	Municipality Community	Male	Beja	27th March	Online Face to Face	P14
President	Instituto Halal de Portugal	Portuguese Institution for Halal	Male	Lisbon	5th April	Phone Interview	P15
Municipal Employee	Camara Municipal de Mértola	Municipality	Male	Lisbon	10th April	Online Face to Face	P16
Municipal Employee	Camara Municipal de Mafra	Municipality	Male	Mafra	11th April	Written Response	P17
Monicipal Employee	Camara Municipal de Leiria	Municipality	Male	Leiria	12th April	Online Face to Face	P18
Executive Director	Turismo do Algarve	Regional Promotion Agency	Male	Faro	17th April	Written Response	P19
International Promotion	Turismo do Porto e Norte de Portugal	Regional Promotion Agency	Male	Porto	21th April	Online Face to Face	P20
International Promotion	Turismo de Lisboa	Regional Promotion Agency	Male	Lisbon	27th April	Online Face to Face	P21

Project Manager	Turismo de Portugal	Portugal Tourism Management Organization	Female	Lisbon	8th May	Written Response	P22
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Source: Author own

The interviews were mainly performed in an online face-to-face format using the Zoom and Google Meet applications, mainly in Portuguese, recorded, and afterwards transcribed to English. In addition, all participants with no exception authorized the recording of the interviews for further content analysis and data/results publishing. Moreover, the transcript of this interviews was exported to the MaxQda software for further qualitative analysis. In the MaxQda software, certain codes were created with each corresponding to each investigation objectives, and which further assisted in creating and identifying categories and patterns for the qualitative analysis. The interviews were conducted on a semi-structured format, with all questions being open, answers had no restriction whatsoever, and participants could answer has they wanted. The following script was used, and which helped to answer the paper general and specific objectives.

Table 8: Interview Script

<b>Objective</b>	<b>Question</b>	<b>Original/Adapted from</b>
<b>Research Tourism Agents Perceptions Towards Halal Tourism</b>	Q1 - What is your current level of awareness on halal Tourism?	Q1 - What is the current level of awareness of halal tourism? Why? (Moshin et al., 2020)
	Q2 - What is your understanding of the Islamic and Halal rules?	Q2- In general, locals had a good understanding of the Islamic and Halal rules? (Han et al., 2019)
	Q3 - Do you know how to offer Halal products and services?	Q3 - Local staff understood how to offer Halal products and services? (Han et al., 2019).
	Q4 - Do other people/travelers have a positive attitude towards Muslim tourists?	Q4 - Local people and other travelers generally had a positive attitude towards Muslim tourists? (Heesup et al., 2019)

<p><b>Identify the Main Challenges for Developing Halal Tourism in Portugal</b></p>	<p>Q5 - Are you aware of Halal products and services in your region?</p>	<p>Q5 – (Heesup et al., 2019) In tourist places, local staff is well aware of Halal products and services? (Han et al., 2019).</p>
	<p>Q6 - What can be done to enhance tourism agents understanding of halal tourism and related business opportunities?</p>	<p>Q6 - What can be done to enhance people’s understanding of halal tourism and related business opportunities for the tourism and hospitality industry? (Moshin et al., 2020)</p>
	<p>Q7 – What are the challenges associated with promoting Halal Tourism in Portugal?</p>	<p>Q7 - What are the challenges associated with promoting Halal Tourism? (Moshin et al., 2020)</p>
<p><b>To develop guidelines to boost Halal Tourism in Portugal.</b></p>	<p>Q8 - What can be done to enhance halal tourism destination image?</p>	<p>Q8 - What can be done to enhance halal tourism destination image? How can this be done? (Moshin et al., 2020)</p>
	<p>Q9 - What are the efforts (Business Name) has done to attract Muslim tourists and what problems and solutions have you found?</p>	<p>Q9 - What are the efforts that Zhang Jiajie’s tourism department or key players have done for Muslim tourists? (Jia &amp; Chaozhi, 2019)</p>
	<p>Q10 - What do your Muslim customers worry the most when traveling to Portugal/Your region/Business Name.</p>	<p>Q10 - What do you worry most, or to say, expect most when traveling to non-Islamic destinations? (Jia &amp; Chaozhi, 2019)</p>

Source: Author own

Questions from 1 to 4, allowed the author of this document to understand the current state of Halal Tourism development in Portugal, while providing insights about what tourism agents perceive and their current level of knowledge/awareness about Halal Tourism and the needs of Muslim travelers. Moreover, questions 5 to 7 provided further guidance on the current challenges and obstacles for the development of Halal Tourism in Portugal. Finally, questions 8 to 10 gave

additional ideas and guidelines, some of them new in the Halal Tourism literature, on how to develop this market in Portugal.

It must also be stated that from the 22 interviews performed (Including 2 exploratory ones), 15 were conducted online, 2 via phone call and 5 provided written answers. Different methods for data collection can skew information gathering, as well as not existing an universal method that is suitable for every participant (O'Reilly & Parker, 2012) The usage of different interview methods, such as the ones described above, is supported by Tracy (2010) as the author defends the idea that utilizing different methods, and interview techniques, can contribute for a greater enhancement and depth of qualitative research findings. Adding to this idea, regardless of the methods used for the data collection, the same author indicates that this can offer complementary insights, and flexibility for participants.

As for the sampling method, the target for the interviews were business owners whose businesses were registered on the Halal Booking Website, in Instituto Halal de Portugal, or similar institutions that are relevant to the Halal Travel and Tourism Market. Plus, official institutions that regulate and promote the Portuguese market also made part of this study. To conclude on this topic in order to translate the interview questions to Portuguese, the retro translation technique was used, in which a Portuguese and English person transcribed the script to Portuguese, both versions were then compared. Afterwards, another English person has translated the Portuguese script back to English.



## **Chapter 4. Findings and Discussion**

The main purpose of this study is to find if Portugal has the necessary capabilities to develop a sustainable Halal Tourism market for all tourism agents. Despite results generally suggesting that the country, at this exact time, does not have the necessary requirements to be a world-class destination for the Muslim traveler, they also suggest that the nation has full potential to be a top destination at least in Europe where this market is taking its first steps.

Results further indicate that tourism agent's levels of knowledge about Halal Tourism in regard to the Market by itself are very low, which further extends to the awareness of products and serviced, these traveler's needs, and tourism agent's perceptions. Due to not being a Muslim-majority country, and the fact that this market is only now being studied at a worldwide basis, participants pointed that the main problems for developing this market in Portugal are mostly, the lack of awareness, unavailability of food, facilities, products and services to this market, very few or none aerial connections between Portugal and these markets, and the lack of Halal certified businesses and products. To conclude on the general description of the findings, participants further point participating in tourism fairs and events, improving tourism agent's perceptions through training, and utilizing Portuguese ambassador's image in Halal outbound markets as some of the future development guidelines that Portugal should follow to develop Halal Tourism.

As broadly discussed in the Literature Review, the Halal Tourism Market is one of the fastest growing markets worldwide, as such, its understanding is essential in order to benefit from potential economic gains, while serving as a competitive advantage to destinations in a day by day more saturated tourism market.

### **4.1. Exploratory Phase Results Description**

In this chapter, results and insights obtained from data collection and respective description by the author will be described. Moreover, it should also be said that the following results derive from the in-depth interviews previously mentioned, were as Netnography results will be analyzed and discussed on their respective chapters.

## 4.2. Research Tourism Agents Level of Knowledge Towards Halal Tourism (O1)

Results generally suggest that (Table 9) tourism agents have almost no knowledge about Halal Tourism, or even any understanding of the concept by itself. This further extends to the understanding of Islamic Rules where participants only showed a superficial level of knowledge. Moreover, the knowledge of products and services crafted especially for this market is also scarce. To conclude, the attitude of tourism agents toward this market, due to its small size still lacks a reason.

Table 9: Categories of Answers Obtained Regarding O1

<b>Research Tourism Agents Perceptions/Level of Knowledge Towards Halal Tourism (O1)</b>	<b>Halal Tourism Level of Knowledge</b>	<b>-Never heard of -Know the concept but do not work with it -Mistake Halal Tourism with Religious/Islamic Tourism</b>
	<b>Understanding of Islamic Rules</b>	<ul style="list-style-type: none"> <li>-Basic knowledge</li> <li>-Ramadan/Quran rarely mentioned</li> <li>-Almost no knowledge regarding food or prayers</li> </ul>
	<b>Knowledge of Products and services</b>	<ul style="list-style-type: none"> <li>-Mostly butchers</li> <li>-Few participants knew any hotels or restaurants</li> <li>The majority had no knowledge</li> </ul>
	<b>Perceptions of tourism agents towards Halal Tourists</b>	<ul style="list-style-type: none"> <li>-Positive attitudes towards muslim travelers</li> <li>-Opinions are not very knowledgeable</li> <li>-Religious component may generate problems</li> </ul>

Source: Author own

### 4.2.1. Halal Tourism Level of Knowledge

Despite being a country that was heavily linked to Muslim culture and heritage for centuries, results suggest that tourism agent's perceptions and knowledge about Halal Tourism are mostly vague as there is a sheer lack of awareness about this market. Furthermore, all participants in this study had no knowledge related to this market size, business opportunities or trends, even though some were involved in Halal Tourism development projects.

When asked about the level of knowledge related to the Halal Tourism market most participants had already heard about the concept but did not know how to define it "We know the concept,

but for now, we do not work with it” (P10), “I know that Halal Tourism is aimed to Muslim tourists” (P7), “It’s a bit unknown, from the name, I guess it has something to do with Arabs or Muslims” (P13), “I just know that many of the hotel companies based here in the Lagos region already have their registration in the Halal Booking platform” (E12), “I must say that before the project I knew absolutely nothing, obviously, related to halal is a bit sad because we have stories of centuries of Islamic occupation, but we know very little about them” (E14), and

We are aware of the type of niche that Halal tourism is and, as I told you, we know that despite everything it does not have a very big expression in Portugal. Despite the Muslim influences that we know that we have, mainly in the south of our country but that is not publicized at all, especially in terms of itineraries. From this perspective, knowledge is inherent, we know of its existence, but we have no idea of DMC's or other businesses that promote this type of tourism in Portugal. I know several but none have this type of initiative (P6)

On the other hand, one of the participants who identified himself as a Muslim mentioned that “I was the person who developed the entire Muslim-friendly concept in Portugal” (P15). Moreover, it was the only participant with some knowledge about Halal Tourism Market in terms of the number of tourists, revenue, and main markets “The best source for numbers is Crescent Rating. They are the best in the world in this field and have the best work that has been developed”. Another participant that assumed himself as a Sheik for the Muslim community mentions a clear difference in between the concepts of Halal and Tourism:

Tourism is one thing and Halal is a word that encompasses several things, people think that Halal is just about food. For us, Halal is a set of things that are allowed so to speak. For example, with regard to food, Halal food is what is allowed for us, with regards to doing, when it comes to tourism, Halal Tourism is doing Tourism respecting and following the norms that are implemented in the religion and Islamic life, maintaining the same criteria, respect, and the same rules that exist in our daily lives as Muslims, regardless of whether we are on vacation or at home, is to maintain these rules” (E4)

Only two participants, coincidentally both from the south of Portugal, mentioned that they had a good level of knowledge about this market and had developed strategies to attract Halal Tourists to the country “It is an emerging market and very important for us, especially since Mértola has

an enormous Arab legacy with 600 years of history and presence in the territory and that, in this historical period, we were linked to MAGREB countries” (P16), plus

I have been participating in a project promoted by the Spanish Fundacion Très Culturas, which has to do exactly with training and develop the tourism offer in Alentejo in relation to the needs arising from the framework of practitioners of this religion, and who would like to have services of the highest quality, and with halal certification. (P9)

Moreover, results suggest that most participants heavily associate Halal Tourism with Religion “We know that halal tourists look for tourist destinations where there is a predominance of Muslim religion or destinations with a range of services and products, especially related to religious life and Islamic food” (P17).

#### **4.2.2. Understanding of Islamic Rules**

About the Islamic/Sharia Laws, with some exceptions, results suggest that participants have only a superficial level of knowledge regarding this topic. The majority understand that Muslim tourists have a specific set of rules related to food, travel, and religious needs but only that. This level of knowledge is evidenced by almost all participants from small businesses even to a more institutional level

We know that there are certain foods that Muslims do not consume, that they pray several times a day and that there must be spaces available for this purpose in hotels, and that there are rules for coexistence between men and women that are different from those in the West, which may force separation by gender, such as, for example, in swimming pools (P7)

Halal Tourism, or Muslim Friendly Tourism, aims to offer tourism opportunities to the growing segment of Muslim Tourists, with consumption habits identified by religion, given that Islam is not just a religion, but a way of life, and Islamic law (Sharia) delimits what is permissible (Halal) and what is not lawful (Haram). Thus, Muslims live, buy, and travel like Muslims and seek destinations where they feel identified and respected, where

they can find halal services and products, where they know significant dates of the Islamic calendar, as well as the need for prayer in congregation at Fridays (E22)

However, for what Halal Food is concerned, despite the lack of availability of this product in Portugal participants in this study had a good level of knowledge on how to meet what is lawful to the Muslim Tourist “They have dietary limitations, in fact, I think that during Ramadan, during the day they cannot even drink water. They have that basic rule that they cannot eat pork or drink alcohol” (P13),

The use of the same materials, the pans, the cutting boards, which if they are used for meat that is not Halal certified cannot be used anymore. We must have material to work with only what is certified. In the vegetable part, there is not so much of a problem, but it has to be separated. And then if we want to have the meat, the meat must also have the certificate (P3).

I am aware that there are behaviors that are mandatory. I know that there is a certain way of killing and dismantling the animal and packing it. The entire process, from the death of the animal to our plate, involves a series of procedures (P22)

The period of Ramadan was mentioned by 3 participants but only on a superficial level with some even stating that they had already participated in it “I know the Ramadan period well, as I have already done 1 full day of self-regulation as Muslims do, because I thought it was important to understand the level of effort involved” (P10). Moreover, during this period “The travelers will look for hotels that have a strong cultural understanding of the Muslim faith” (P5),

And then there is, for example, the issue of hygiene, which is also different from ours, the issue of prayer, but it is nothing transcendent, and I think that it can be adapted with some ease (...) Today there are also some hotel chains where we already see some washing accessories in the bathrooms, sometimes next to the toilets, it is not even the issue... And sometimes being in the accommodation itself, knowing the place and direction where Mecca is, so that they can also pray (P14)

### **4.2.3. Knowledge of Halal Products and Services**

Results suggest that almost all participants do not now know any type of Halal Product or Service in the country or in their region. Moreover, most participants do not even know how to offer these products, “There is nothing specific. What exists is a specific knowledge of all the agents of the specificities of each market” (P20), “I have no knowledge about products or services” (P3), “I do not know any product or service, not even at a national level” (P13), “We are not aware of the existence of products aimed at halal tourists in our Municipality” (P17), “The territory itself, no matter how much we want to have a market positioning to this market, does not have that much offer” (P20).

Very few participants knew any sort of Product or Service, and were mostly all related to Halal Food “I learned a little while ago that there was a need in the Islamic community of Leiria and that the first Halal butcher recently opened that only has this type of product and it is certified” (P22), “Halal Butchers exist, halal services exist, because there is an emigrant population that exists and has been growing” (P21), “I have knowledge of products in addition to mine, there are 1 or 2 stores that already sell products like spices or etc... which is not so much a question of Halal, but also of eastern or Asian cuisine” (E4).

In other areas of activity, few participants also mentioned Hotels or Halal Certification companies “In terms of services too, today we already have some hotels where the owners are Muslim and who govern the management of the hotel within the parameter of what concerns food, basically they only offer Halal products” (P4),

Yes, even companies that currently provide advice to hotels by indicating the halal products they can buy on the market, even informing the hotel of things as simple as indicating the direction of Mecca in the room, having a Koran publication in the drawer, having extra towels in the bathroom given the type of abolitions that are done, these are very simple things (P9)

Currently, I think we have a unit here near Beja, which also works with Halal cosmetic products. In Mértola there is also an Hamman camera opening, I think it had a positive impact on the territory. Also because in this project we had a business partner from Beja and this partner in its activities had a set of companies as an indicator to cover in terms of

adapting to the Halal market, this was done with the Instituto Halal de Portugal, I think we have here 8 companies that are already certified that can now serve Halal products, including catering, handicrafts such as cosmetic products, and also accommodation (P14)

This tourist segment is still an emerging market, still in the structuring phase in our country, but it has been worked on to qualify visitation conditions and adapt tour agents to Muslim friendly tourism, also to stimulate the development of cultural and tourist activities based on material and intangible Islamic heritage. In this context, I would like to highlight the relevance of the work that has been carried out by Turismo de Portugal within the scope of the Caminhos da Fé Project, which aims to position Portugal internationally as a destination of spiritual and cultural enjoyment anchored in the themes of Culto Mariano, Camino de Santiago, Jewish Heritage, and the Islamic Legacy (P22)

#### **4.2.4. Perceptions of tourism agents towards Muslim Tourists**

Being one of the most important actors in the tourist industry, results suggest that local communities and tourists, in general, have a positive attitude towards Muslim people. Regarding prejudice towards this public “In our country, I would say no, fortunately, we live in an increasingly open community, where the number of Muslims and Hindus and other religions is increasingly common” (P10) “Generally, travelers have a positive and interested attitude towards the Muslim tourist. The attitude after 9/11 was warier due to increased security checks and patrols, however, this is rarely questioned and is now not seen as a threat” (P6), “The 2027 Strategy is focused on assets that aim at the sustainability and competitiveness of Portugal. The strategic asset across the entire Strategy is precisely People. Receiving well in Portugal is welcoming and respecting differences” (P22)

We (Halal Butcher) have been here for many years, even before that, the Muslim community here has existed for 40 years. We are already well integrated, and we have non-Muslim customers who come to the store and buy our products, and who really like not only the meat but also the service (P4)

I don't believe the problems are bigger than they were a decade ago. They are more visible or more communicated with news every minute, people are much more aware of

what is happening in the world...The Halal market is seen in our region as a tourist with a high purchasing power, it is not felt that people discriminate (P20)

Adding to this idea, results suggest that some participants mention that Portugal is an inclusive country for all types of tourists and that Halal Tourism, like every other segment, is well welcomed to the country “In Portugal and in the Algarve in particular, there is great tolerance for citizens of other countries for the long years of tourism” (P21) and “Leiria had and has a large community of Muslims from Mozambique who have integrated well into society, which means that there is understanding on the part of local populations of this presence” (P22).

Due to the small size of this market, few participants suggest that tourism agents do not even have an opinion or insights about this new market segment because “It is a very small demand segment, and people end up not paying attention or having an opinion” (P20).

Nonetheless, as one of the consequences of the lack of knowledge related to Halal Tourism, a very small portion of interviewees mention that “I believe that there are still many barriers to break down and many prejudices to demystify” (P7), “I think that the religious problem could arouse distrust, but I think that this is a more racial problem” (P13), and “We had a Romanian employee and sometimes I would feel a certain prejudice from the customer side towards certain nationalities” (P8).

#### **4.3. Identify the main challenges for developing Halal Tourism in Portugal (O2)**

On identifying the main challenges for developing Halal Tourism in Portugal (Table 10), a clear pattern can be understood. In some cases, most of the interviewees pointed a very similar perspective and the same obstacles. All interviewees mentioned that one of the main challenges to boost Halal Tourism in Portugal is the lack of awareness from tourism agents and institutions that this market even exists. Moreover, the lack of a strategy and initiatives from institutions, the shortage of Halal Food and facilities, insufficient aerial connectivity to Muslim countries, and problems on accessing Halal certification, were some of the main challenges mentioned by participants.

Table 10: Categories of Answers Obtained Regarding O2

<b>Identify the main challenges for developing Halal Tourism in Portugal (O2)</b>	<b>Lack of Knowledge, Data and Awareness about the Market</b>	-Do not have any data -Uncertainty about the meaning of Halal Tourism. -Minor cases of racism towards local Muslim communities.
	<b>Absence of a Clear Strategy for the Halal Market</b>	-Halal Tourism is not a priority for businesses and institutions. -Managers lack competencies and focus on short-term profits.
	<b>Absence of Halal Food and Facilities at Destination Level</b>	-Absence of Halal Food throughout the country even at major cities. -Hotels lack infrastructure and facilities adapted to this market.
	<b>Aerial Connectivity from Portugal to Halal Outbound Markets</b>	-Absence of aerial connectivity between Portugal and Muslim countries. -No interest from airlines -Portuguese airports lack of equipment.
	<b>Problems with Halal Certification</b>	-Hard to comply with certification requirements. -Certification criterias are not very adaptable to all businesses.

Source: Author own

#### 4.3.1. Lack of Knowledge, Data, and Awareness About the Market

All participants highlighted a severe lack of awareness from tourism agents, from all parts of the supply chain, regarding the Halal Tourism Market as one of the main obstacles. Moreover, the participants also agreed about their uncertainty about the meaning of the Halal Tourism concept finding it confusing and very hard to understand. Furthermore, one participant goes further and mentions that

There is no knowledge of Halal Tourism, most people do not know the concept of Halal, even here within the team no one knew the term or what it meant, or what the certificate was like. I think there is still a lot of ignorance so there is not any kind of knowledge yet formed by people because they don't know what this market is yet (P3)

This lack of knowledge about Halal Tourism even spreads to outside of Portugal, with participants stating that, in other countries, local Muslims do not know that there even is a Muslim community in Portugal

There are even people who think that there are no Muslims in Portugal. I was recently at an international food fair, and it turns out that when I said I came from Portugal, people even had some difficulty understanding that in Portugal there was Halal food and there were Muslims (P4)

At an institutional level, most organizations have little to no data about this market, or consumers' motivations and profiles “We do not have information regarding this market” (P21), “We are unable to understand which market we are talking about at this moment if we could even consider that we even have a halal market in Baixo-Alentejo” (P2), “We do not have data that allow us to classify the attitude of our visitors”. Adding to this idea

So, it is very little information about the motivations of the trip. There are markets, for example, that we know want to do complete circuits in Porto and throughout Portugal. There are other markets, where Halal is included, in which we just don't have that perception, and we could be wrong, in thinking that this is a luxury tourist, when we can have a middle class, and we don't know, because we have no data on that... We work with the Tourism operation which is very small if not even unknown to us. The fact that we want to work with the Tourism operation, and we can't, means that we have to work with the Business to Consumer model, that is the end consumer, whose profile we don't know either, we don't know if it's senior, if they're young, the motivations of the trip (...) We don't have anyone to give us that feedback... We don't have a team from Turismo de Portugal, for example in Turkey, in the United Arab Emirates, in Saudi Arabia or in the Middle East, which leads us to not being aware of the market (E20)

The only data I have is for 2022 and is for overnight stays from 2 nationalities from Arab countries which are Morocco and the United Arab Emirates. I have Morocco with 23,890 overnight stays in tourism accommodations with more than 10 beds in Lisbon, and the United Arab Emirates, the number of overnight stays was 14,338. The Moroccan market, compared to the total of the city of Lisbon, meant 0.17%, and the United Arab Emirates are a little lower with 0.10%, these are the only numbers that I have (P21)

Moreover, despite Portugal being a country with no faith restrictions, deriving from the lack of knowledge, a small minority of participants mentioned that in their region there have been reports of racism and intolerance toward local Muslim communities “There is now a new community that has arrived, and that sometimes leads to different and not positive looks... There are some cases of pure and hard racism with Pakistani communities that we have here” (P22), This is further mentioned by other participants who refer that this is more of a problem in older demographics,

If it were Arab, it could cause some discomfort. I think there is a problem that is disappearing from our community and mindset. But maybe the age group of 50... If I had these guests, and if there were any Arab tourists, I think they would be suspicious (P13)

Halal is often seen by the populations as invading people here on the Iberian Peninsula where we were the good and they were the bad ones...In school they used to say “The Moors were the bad ones, and we sent them away” and this unintentionally creates false perceptions (P14)

However, this is only a minority of participants, with the majority of mentioning that tourism agents have positive attitudes towards Muslim tourists has mentioned in the previous chapter. Moreover, most residents and tourism agents do not have a reasoned opinion towards these consumers since this is such a small market.

#### **4.3.2. Absence of a clear strategy for the Halal Market**

Results suggest that Halal Tourism is not a strategic priority to the participant's businesses or for institutions that regulate and promote Tourism in Portugal, with the majority not developing any efforts to attract this market segment. Participants mention that “Halal Tourism is not part of our tourism development strategy” (P17), “We don't have any specific strategy for Halal. We have a strategic plan for Tourism, but it is for the region. Now, as a specific target for the Halal community, no” (P12), “If we had a fixed strategy in tourism and embrace these initiatives, we would get a different return.” (E15). As for the reasons this happens, results suggest that it has to do with the lack of demand from this market in Portugal and other sets of priorities for tourism stakeholders

The strategy is defined for paths other than this one, for example, last year's strategy did not go through the Israeli market, this year yes, it had to do with the numbers, this year we have many actions and a lot of investment in Israel like never before. There were several fairs in which Turismo de Portugal participated but not us, this year yes, this because now there are air connections and flows that prove the investment. Here it turns out to be the same thing, if we started to have great demand for one of the Halal markets, the strategy would naturally be redirected. We can really adapt to everything, it's just a matter of being a path for our region (P20)

Portuguese managers lack competencies for managerial roles on small businesses, focus on quick profits and a complete absence of a long-term growth strategy mainly for small businesses was also mentioned by participants as a severe challenge for Halal Tourism in Portugal

We are talking about entrepreneurs who basically work for their day-to-day, who are focused on the profit of their company, and who disperse a little from the reality around them. And they are dispersed in several ways, firstly in the Technology part, that is, if everything worked like that it will continue to work and if my customers have always been these, I don't need to attract other types of customers. We saw this a little when it came to the pandemic in Portugal. For example, the entire southern region, like the Algarve area, was always very focused on the English and German markets, then there were no movements of people within Europe so Tourism had to focus on the national market. It is very difficult to make this customer transition, so imagine this for a Muslim customer who has other types of habits, rules that religion imposes on them, prayers, and feasts. There are several issues here that culturally we are not yet prepared to address (P6)

Adding to this idea, results suggest that these tourism agents mainly prioritize short-term growth and have severe difficulties in adapting to new ideas and plans to attract new customers to their businesses

This is a work of continuity, sometimes the entrepreneur's expectation is to have a quick profit, and we must do a work of resistance and show that you can also target other markets. We always had the support from Agência Regional de Promoção de Turismo do Alentejo which is an external association that also gave us support. Even so, it seems to me that we were not very effective in reaching the entrepreneurs themselves (P14)

Results suggest that this obstacle further spreads at an institutional level with official Portuguese tourism agencies not having a defined strategy or allocated budget for this market, mainly due to financial constraints imposed by tourism planning organizations that regulate tourism in the country, and that also do not offer the required support

Because we are an agency accredited by Turismo de Portugal to promote this territory, we must meet a budget. This budget is divided into strategic markets, then there are the betting markets (Mercados de Aposta), where the numbers show where we must focus. That is, the investments we do considers the numbers we had in the previous year, in revenue, overnight stays, etc (...) Turismo de Portugal does not consider the Halal market because, although the numbers are good worldwide, they could not be good for Portugal... For that, it would be necessary to go to the market, be in contact with the operators and understand how the markets are working. But there it is, it is a very large investment that comes out of the financing budget that we have... We do not have representation there (Middle East), and we also cannot have, we need to allocate (Budget) it to most immediate markets and with whom we work best, Germany, Brazil, Belgium, etc... Therefore, when Turismo de Portugal is unable to do this we also cannot do it as a region, we tried but we couldn't. Turismo de Portugal does not always look favorably on us when we are investing in markets in which they do not invest, because then they can cut our funding. When we have fundings other than from Turismo De Portugal, then we will be able to make some investments in those markets that we know are important. Just the fact of knowing that the United Arab Emirates Sheik is here and consequently there is a natural knowledge of the territory, it is to take advantage of what we can. This also happens with the tourism agents here, that is, they don't have support to go to the market, being in contact with tourism operators and creating a connection for them, and it ends up being a vicious cycle, when we go, the agents feel more supported. We've already arrived at the market (Dubai), we've already been there and held a session with Tourism Operators, but it wasn't enough to start operations yet. Then, for us to support it means that we must bring people to the territory, we have to pay for them, we have to arrange an airline that will bear the costs, then the airline will also see what the agent's level of operations is and only then it decides whether to support us or not. So, these are all ways that end up blocking access to the market and so we leave it but we work calmly, we

don't neglect the market, we don't pay the attention that we give to Spain or Germany... Yes, the lack of resources, essentially financial ones, sometimes we cannot be present where we want to be. This year alone we were unable to be present at 4 international fairs in Saudi Arabia and Dubai, we even had an event almost contracted for our organization... The question is, we must stick to a structured plan that we have to ably, as such we have no parallel budget, so we have to follow the guidelines of the plan drawn up by Turismo de Portugal and then adapt it to our territory (P20)

However, not every participant agrees that the lack of finance and budget is a major obstacle, as businesses and organizations must have the capacity of being creative with the resources each one has “It is not a question of funds but of strategy. Often, we don't even realize what it's like to be creative. I often say that “Money kills creativity” we must know that even with little funds to be creative and solve our problems. But if there is no fixed strategy, it is difficult (P15).

Adding to this idea, very few participants had knowledge about market strategies for Halal Tourism and were only related to a project developed by CIMBAL “There is already some offer in Lisbon and some offer with a project we carried out in the Mértola and Beja area. In the Baixo-Alentejo area, we also did some work with them” (P15),

I just know that CIMBAL is developing a project called Mercado Halal, which aims to develop competitive advantages for the products and services of companies in the Alentejo-Andalusia cooperation space, adapting to the criteria defined as “Muslim Friendly”, favoring the increase in exports and the acquisition of a new pattern of consumers. (P7)

#### **4.3.3. Absence of Halal Food and Facilities at Destination Level**

The topic of Halal Food was heavily discussed and mentioned by most interviewees as one of the biggest challenges to for developing this market in Portugal. Nonetheless, some participants had a different view on the topic. For example, some participants affirmed that this was the main reason why Halal Tourism has almost no significance in Portugal: “First and biggest challenge are the dietary restrictions Muslims have” (P6), and “Currently, religious and food needs cannot be fully satisfied” (P20),

The main challenge is related to Halal Food. Because while the Accommodation and Prayer part are situations that can be overcome with little difficulty, the food part is decisive, and there must be in fact the absolute certainty that they are not committing any infraction or consuming a certain prohibited food (P14)

The issue of having Halal food is a very big cultural limitation, because, for example, in Portugal countryside, they don't even understand what we're saying. Nowadays, sometimes it's difficult to even order a vegetarian or vegan dish that people don't know what that is (P10)

As a Muslim, we will look for a country where food is more halal-friendly... Here people when they want to take a vacation, if they don't take it here in our country they will probably go to Dubai, or countries like Morocco or Tunisia where they already know that they won't have problems in terms of food because these are Muslim countries (P4)

On the other hand, despite recognizing that Halal Food is not available at a broader basis not all participants agree with the idea that this topic is the biggest challenge. Interviewees that assumed as Muslims defend the idea that Portugal is positioned at a satisfactory level to face the current levels of demand from its current Muslim population, and that the country even benefits from having alternative solutions

Halal food is very important, everything else has to do with the individual, and if they find Halal food, the rest is a normal vacation... In general, I would say that in Portugal the needs that exist for the Muslim community itself and for the number of Muslim travelers that we have we can consider that we are at an acceptable level (P4)

You have to understand that Halal is nothing out of this world, mainly because Portugal has a lot of fish, so if I don't eat meat, I can eat fish. The Instituto Halal de Portugal has done a great job of proliferating the availability of Halal in Portugal, what happens is that it is very accessible for Portuguese companies and for the Portuguese Hotel industry to find Halal meat and they can even do it from their usual suppliers. Taking Lusiaves and other food distribution companies as an example, all of them currently have Halal meat available. Sometimes what happens is that customers who want to visit Portugal, come directly to hotels and can obtain a Halal offer for them (P18)

Despite this situation, if this situation is extended to the sphere of Tourism, Muslim participants further identified and agreed this as being the biggest challenge in promoting Halal Tourism in Portugal, because even though the country has the necessary levels of offer to fulfill its Muslim community demands, the same cannot be replicated for the Tourism sector “The main challenge is the food part. Although Portugal already has an excellent offer it is not publicized, and it is not worked on. There are already Halal food offers at the same price as non-Halal food” (E18).

Moving to the Hotels in Portugal, big or small, have difficulties to supply Halal Food to tourists even if these consumers explicitly state this demand throughout the booking process, as these business do not have the necessary infrastructure to cater these consumers specific needs “In supermarkets and some 5-star hotels that have this type of customers, some rules are difficult to apply as the Algarve is an inclusive destination and customers often demand exclusivity” (P21), “In terms of food, as a vegetarian, you can eventually go to a restaurant and have no offer, and it may happen that there is no meal for a Muslim” (P20),

The only thing Hotels don't have, for the most part, is in terms of halal food which they have it as soon as you ask for it, or they don't have it available... That's why the big hotel entities that we have say, “It's not available, but it can be available by request” and others say that “In the mediation of the hotel unit there is catering that serves food for the halal community”. I believe that this is a way for the market to respond to this problem of lack of availability of Halal Food (P12)

Furthermore, results suggest that the same applies to restaurants as these mostly do not have facilities to fulfill Halal Food requirements, mainly related to how the meat should be processed, the materials required, and the know-how

It's really a problem of having to have specific materials, just to use in making the meat, which is not possible for us. And on the topic of prayers, which was also a question, that made no sense to us. We assume the offer of the vegetarian part, we are already prepared for that, everything regarding animal proteins is more complex, it is very complicated. Bearing in mind that most Portuguese restaurants work more with animal proteins, I see this as a major obstacle to achieving certification (P3)

Adding to this idea, due to the geographical and cultural proximity of Portugal to Muslim countries mainly in the MAGHREB region, Halal Food has the potential to generate a significant economic impact in Portuguese international trade, however, sanctions towards these countries can difficult this process,

There are topics where there is still some difficulty, the fact that there are some barriers in Portugal, and because we are within Europe, there are some products that are marketed in Portugal, which due to sanctions against countries such as Turkey cannot be traded. For example, many products that are used here, that are of very good quality and that could have a very good profit margin, due to the fact that this type of sanctions exist, sometimes it is not possible to buy or sell these products especially for us to place them on the Portuguese market...I'll tell you something, there is something called the European Ban, concerning meat products has some restrictions on goods coming from some countries, namely Turkey which is the closest example. Sometimes it becomes difficult, there is this ban regarding meat, but then there are things where there is a total openness, for example, about machinery and other types of non-food or food products that are not meat based are completely open to come here (P4)

The absence of Halal Food and mainly religious related facilities both in Hotel's and in general derives from both 2 facts. The first one is that the certification of the territory is still in its beginning and the fact that there is not a clear strategy to develop Halal Tourism in the country does not give encouragement to these initiatives "No, we are not prepared to receive Halal tourists. For now, there need to be more certification bodies" (P2). This problems spreads from the North to the South of the country,

We have exclusivity and restaurants that we can adapt to accommodate this market, we can have places to receive people who want to take a few minutes to say their daily prayer, so we can really adapt to everything, it's just a matter of being a path for our region (P20)

Alentejo companies are not prepared, it was through the Halal Market that the Alentejo, in a transversal way, had this first approach to the potential of the Halal market. In other words, all the work that we were able to do now is directed towards the fact that the Alentejo, namely the lower Alentejo is currently still in a very embryonic phase of

understanding how this market can work. We are still at a very initial phase, and this project somehow sets the tone for promoting new future approaches in this field (P1)

The second reason that Portugal does not have adequate infrastructure is the absence of tourism demand that requires it, therefore, tourism agents will not make the effort to adapt to a market that does not have potential economic gains to their businesses or region to justify potential investments

We carried out an initial investigation of the Alentejo offer to make them aware of the need to adapt to the needs arising from those who need Halal-certified services. But the answer they (Businesses) gave us is, a fair and reasoned answer, which is “It is an effort that we will not mind making since it does not imply structural changes in our equipment, but we will make this adaptation, similar to what happened with other cultures and other markets, as soon as demand requires it... We will ask establishments to adapt and be Halal certified, but what guarantee do we have of having a halal market that seeks us out? In fact, the Associação Três Culturas da Andaluc a had not considered this issue, that the equipment and services on offer in the Alentejo are available to adapt, but for that, there will have to be an economic intention that is advantageous to businesses it has to be worth making that effort .... We have been doing some work in the Middle East, some actions with local tourism operators, namely those that have a more dominant presence in the entire regional market where predominantly Halal services are required. We have also established some connections with airlines so that they intensify air connectivity with Portugal, or if it does not exist, that they create a direct connection to the country and we are having some success I must admit, but everything happens in this sphere... Businesses will adapt as soon as there is a flow of tourists that justifies it. I recall in this regard, there was a very similar situation when adopting the Chinese culture. It was very easy to start receiving Chinese tourists, and here in the city where I am, which is  vora, the number of Chinese who passed through this city in 2019 was 66.000... And the hotel units adapted and prepared themselves, for example, in terms of breakfasts, thinking about the consumption needs of this type of customer. They have even managed to subtitle and labeling services and products so that they can be understood by people who

only speak Cantonese. This was a process, which resulted from a response that there was to a need, I would say that the same could happen to Halal as well (P9)

Considering the Islamic and cultural heritage that Portugal has throughout its territory, the country, as mentioned before, only has a very small Muslim population which, results suggest, significantly explains why the nation has so few halal infrastructures and tourism offer for this market

From what I understand, in Portugal there is a very small community, especially when compared to what is seen abroad and worldwide. We in Portugal have an almost insignificant percentage of that number. If there is any significance, it would only be more in the food topic than in tourism in general or in other types of services. Compared to a country such as Turkey, where Halal Tourism has much more significant numbers, the community is mostly Muslim, and the conditions are also created for people to enjoy their holidays without having to give in to the parameters and Islamic rules. Here in Portugal, the fact that we have such a small community affects the level of services (P4)

#### **4.3.4 Areal Connectivity from Portugal to Halal Outbound Markets**

Results from the content analysis suggest that aerial connectivity from Portugal to the main inbound/outbound markets of Halal Tourism was also pointed out, mainly by institutional participants, as a big challenge, as there are very few flights connecting Portugal to the Middle East, South-East Asia, or even Muslim majority African countries.

Right now, there is a big air connectivity problem. Improve this air connectivity, help those who sell these products specifically in Portugal, and we will see that the market works immediately. We have few connections with the Middle East, only one Emirates flight twice a day to Dubai, we have other sultanates that do not have direct connectivity flights with Portugal, and this is heavily penalizing because you must go to Frankfurt, Munich or Amsterdam to get a connection with all the delays that this entails (...) The Oman Chamber of Commerce is very committed to create daily connectivity, Kuwait does the same thing, we are following this processes, Doha, and Abu Dhabi do the same thing and if there is no air capacity available, there is no tourism. We cannot forget that

of the air capacity that exists, and which is scarce, part of it is occupied with business traffic, either by experts from Europe who are working in the Middle East or by businesses of big dimensions, that adds to these more businesspeople who are moving between these two points for trade reasons. Resolving air capacity problems should be our focus (P9)

In some cases, like in the North region of Portugal, despite the effort of tourism agents to perform some actions, mainly in the Middle East, once again the scarce aerial connectivity and the investment required to do so present themselves as a very big challenge as these organizations have restrict budgets to comply with,

In the case of Porto and the North of Portugal, there is the problem of air connections, although, for those who have money, this is not exactly a problem, for the promotion of our region it is... We have a very strong connection with Turkish Airlines, which is our biggest Operator for the markets around the world, but mainly for the Middle East and Asia, and recently we even had a project with them in which we even ask them which are the markets that made a stop-over from Istanbul to Porto, and none of them, not even the Turkish market, traveled much to Porto.... Being a very heterogeneous market that we do not know, air connections make a lot of difference. We now have the Riga (Capital city of Latvia) market, and we will be inaugurating a new connection here to Porto starting on the 1st of May and that will bring a new line of tourist flows. And suddenly there is an immense curiosity, given the opening of the route, and we have many Tour Operators wanting to work with Porto from Riga... Therefore, air routes bring great ease of movement. Even for those older people who can't make stopovers or that can be more confusing to them. So, this perception of where I go now for the weekend makes a lot of difference because I can have a direct flight. This is to reinforce that air connections are very important (P20)

Adding to this situation, the lack of interest from Airlines and mediocre infrastructure and equipment from Lisbon International Airport to be able to receive aircraft that are typically used in these markets was also pointed out as an obstacle in receiving tourists deriving from the main Halal outbound regions. This because, in some cases, Airlines do not see viable economic returns

The main condition, structural condition I would say, is finding airlines willing to provide connections to Lisbon. Lisbon airport is a relevant airport that has a lot of problems, namely about the availability of slots, and this constraint makes it difficult, because airlines may even be interested in making that connection, and we have airlines that have declared their interest, and then at Lisbon airport there is no incoming capacity. It should also be noted that, due to its structural conditions, Lisbon airport is not able to receive certain equipment, it does not have the structure to accommodate the equipment that is most used to make connections between the Middle East and Europe, namely the Boeing 777-400 or the Airbus A380, we don't have a runway in Lisbon for this type of equipment, we don't have sleeves for this type of equipment. Therefore, there is this double difficulty, which is finding slots in Lisbon to make connections, and finding physical conditions in the Lisbon area to receive flights coming from these origins (P9)

Furthermore, results really suggest that the lack of aerial connections is, in line with the lack of Halal Food and low stakeholder awareness, one of the biggest challenges. In fact, 3 participants give the example of Israel, a country that up until 2021 had no direct aerial connectivity with Portugal, but that has grown into a significant market in the country. We receive visitors from all over the world, especially from Israel, Brazil, and the USA...Next month our president is going on a trip to Israel to make some contacts to activate some visitor channels. (E11),

I'll give you the example of the Israel market which has developed a lot because there are more frequent air connections, and there is a clear cultural identification. It is a fact that in this market, which is developing very well, there is a very clear cultural identification of Jewish heritage here in Portugal (P21)

Last year's strategy did not include the market of Israel, this year yes, it had to do with numbers, this year we have planned a lot of investment in Israel as never seen before. There were fairs in which Turismo de Portugal participated but we did not, this year yes, because now there are air connections and flows that prove the investment (P20)

The lack of diplomatic relationships between Portugal and Muslim countries comes as a consequence of this lack of connectivity and economic trade. Moreover, this can be a further obstacle as suggested by participants as these results are further extended to the business side and Portugal's relations with local communities

We don't have an embassy in Malaysia, but we still have cultural centers in there because Portugal had a trade route in Malacca... This to say that, and giving an example of a real community, there are people who identify themselves as Portuguese, have Portuguese blood, and speak Portuguese, but Portugal does not maintain relations with them in these countries (P18)

I asked AICEP for the contacts of the Saudi Arabia embassy because we were going to do an action in there this year but we ended up with nothing, the contacts were all from local tour operators that only did incoming, that is, they didn't have a list of operators that did outgoing (P20)

#### **4.3.5 Problems with Halal Certification**

Certification is another obstacle mentioned by participants, mainly by small business owners, to attract this market to their region, largely because the difficulties to access these certificates are hard to comply with. At a business level, results indicate that Portugal is still at a very early stage regarding certifying businesses and their products as Halal.

We can identify in each segment some entities that, thanks to the project in which we participated (Mercado Halal), managed to receive training from some entities. We are in the certification phase of the Portuguese territory, we are training companies, who will then have to work to adapt to the Halal Tourism market (P1)

Furthermore, the difficulty to access and to comply with the certification criteria and requirements is pointed as a major challenge both in restaurants and hotel businesses, big or small, as well as the logistic difficulties that complying with certificates implies.

The most difficult thing is to get small traders to follow the rules to obtain certification because they are quite difficult to implement. It is not easy because we already have our normal rules to follow, which are already many, and the rules to obtain the certificate are not easy and this can be an obstacle to more people wanting to have this certification... And then another more intended for meat and here there is no mixture. We know and can supply the vegetarian part, however, we cannot say the same for the meat because we

cannot have even more materials to use. They (The auditors) explained to us that later they could train us in the prayer we would have to say, to be able to use the instruments, but that part doesn't make much sense to us anymore, because we don't have anyone in our team who is part of that culture, the logistics are just too complicated (P3)

The lack of certification, severely affects Portuguese businesses capabilities to export their goods, for the most part related to Halal Food, to Muslim countries such as the nations of the Gulf Cooperation Council, with participants only having the capacity to satisfy the consumer's needs of the Portuguese market, and not being able to export to other countries

We work mainly at a national level, but when there is a request, we can always study and understand the possibility of doing so (Working with international markets). Domestic meat for halal export is sometimes a little conditioned in terms of prices, as there are larger markets with more responsiveness and prices that are much more attractive than ours. When I am referring to "ours", I am referring to the Portuguese market, in terms of what we have in terms of meat itself and then in terms of quantities, and also having quantities for exportation at the moment and in that area we are not prepared, because it is necessary to have a meetings and synergies with slaughterhouses and aviaries to meet export needs. And if, at this moment, domestic consumption needs are already difficult to meet, let alone export ones (P4)

Moreover, the same participant mentions that, because he is a Sheik of its local Muslim community, the certification is not such of a problem, and the same can be applicable to other businesses whose owners or employees are also Muslims:

There is also the guarantee that, and because we are a certified establishment, it facilitates that part and the trust of consumers a lot and, as I have told you at the beginning, the fact that I myself am a Sheikh in the Muslim religion opens up a different range of possibilities because people have more confidence than if it was a normal person within the Muslim community who sells Halal products. The Halal guarantee is very important, it generates a lot of confidence in the product, but also between the consumer and the person who oversees the establishment. I currently have both the Instituto Halal de Portugal and the Halal Committee certification even though I do not need neither of them. It's just a plus to our business so to speak (P4)

Results further suggest that for hotels, the certification process is even harder with some requirements that are not doable for the most of them. Furthermore, participants mentioned that in some cases businesses cannot adapt their infrastructures to meet the Halal Market requirements for example with what prayer facilities is related

The biggest challenge (For Hotels) will be attendance exclusively by the Halal community in their own spaces, this is the biggest challenge and the biggest barrier, not the rest. That's why many hotel entities, and some restaurants, can provide an answer to these consumers' needs, but there it is, it has to be requested in advance... The certification process (From Instituto Halal de Portugal) has three levels we are going to stay on level 1, which requires us to have carpets in our rooms, a jug they use to wash themselves, the direction of Mecca, and then we have to pay attention to our breakfast menu and at lunch where we will indicate which products are halal and which are not Halal. For women, the question is whether they can use the full bathing suit inside the pool, for us it makes no difference, and for the rest of the people here, I also think it makes no difference. This is level 1 that we wil comply with and what we are going to be certified for the Halal market. Then there are other levels that demand other things from us and that we think would not make sense. I can give you an example, defining a swimming pool schedule for example from 8am to 9am only for Muslims. That is, I would have to tell my other customers that every day, for example, from 8am to 9am they could not be at the pool because there are other people there, and you cannot be at the pool during this time (...) That's why we decided only on level 1 (P2)

Still on the hospitality field, (P5) mentioned that: 1- Creating cultural awareness within the Hotel's team; 2- Last minute culture so everything is late confirming; 3- Credit challenges for large family groups; 4- Late cancelations or alteration in travel plans; 5- Security issues, as major problems for hotels besides certification issues.

#### **4.4. Develop Guidelines to Boost Halal Tourism in Portugal (O3)**

To develop this market in Portugal, participants point several and different paths (Table 11). Results suggest that the Portuguese ambassador's image of Muslim-majority countries should be used to generate awareness about the European nation and to attract these types of tourists to its

territory. Moreover, participants suggest that tourism businesses should receive special training to be able to comply with and understand what Halal is. Furthermore, the participation in tourism fairs at an international level, and the creation of events, mainly related to culture, in regions whose past was influenced by Muslim tourists is also suggested by interviewees. Additionally, the topics of promotion and halal certification were also discussed.

Table 11: Categories of Answers Obtained Regarding O3

<b>Develop Guidelines to Boost Halal Tourism in Portugal (O3)</b>	<b>Portuguese Ambassadors in Halal Markets</b>	-Utilizing Cristiano Ronaldo image in Saudi Arabia -Promote Portugal using its ambassadors in different fields, such as football and MotoGP
	<b>Improve Tourism Agent's Perceptions Through Training</b>	-Municipality and organizations should offer training for businesses. -Educate businesses on the opportunities of the Halal Industry.
	<b>Participation in Tourism Fairs and Events at a National and International Level</b>	-Promote Portugal's image in international markets and tourism fairs. -Promote Portugal image and not each region by itself. -Creation of events inside Portugal in regions with significant muslim heritage and history.
	<b>Halal Promotion Ideas for Portugal</b>	-Promote the cultural similarities between countries. -Destinations should not lose their identity in order to please the Muslim tourist.
	<b>Certification and Muslim Friendly Assurance</b>	-Providing Muslim-friendly certification which is more easy for businesses to attain. -Certification gives businesses a competitive advantage to differentiate themselves in the tourism market.

Source: Author own

#### 4.4.1. Portuguese Ambassadors in Halal Markets

Related or not to the tourism industry, results indicate that Portuguese ambassador's image, that are present in Muslim-majority markets, should be used as a means to promote Portugal in these

countries “Why not promote Portuguese tourism through a personality showing what's good about us?” (P6), “Using our ambassadors would be a very interesting way” (P21). Many participants further mentioned the effect that the Portuguese football player Cristiano Ronaldo had in the United States of America, namely in Times Square as an example, and which could be replicated in the Middle East

We used the Ronaldo brand twice in the US to promote ourselves. We have to use our assets, our resources, and our ambassadors around the world. Turismo de Portugal could do it, and if it does not, it is because perhaps it sees that there may be no return (P20)

We have Cristiano Ronaldo there (Saudi Arabia), why don't we use (His image) him for Tourism? Why don't we put “Visit Portugal” in Saudi Arabia... We participate and try to sponsor our Times Square tour to the US, which is great! And I ask, how many opportunities will we have in the next 100 years to have a Cristiano Ronaldo playing in Saudi Arabia? Times Square will be there for the next 500 years. We must know how to take advantage of opportunities, for example, putting up advertising placards at the Al-Nassr stadium saying “Visit Portugal” is nothing out of this world... The fact that Cristiano Ronaldo plays there is a big opportunity for us to work and engage with the Saudi-Arabian Market (P15)

Right now, we have the biggest opportunity, Cristiano Ronaldo in Saudi Arabia, who turns out to be a huge promoter of Portugal as a destination... Also taking advantage of what other countries are doing, I think it is Argentina that takes advantage of Lionel Messi himself as a promoter of tourism in Africa and the Middle East. In this case, we can copy and not invent the wheel, if it exists and is already working, just adapt it... Cristiano Ronaldo is one of the highlights within the Muslim world, therefore, the bet could pass just as they did in Time Square. Why not promote Portuguese tourism through a personality showing what's good about us?” (P6)

Moreover, this can also be extended to other fields and areas of activity outside of football such as, for example, MotoGP where Portugal has world-famous pilot Miguel Oliveira, or even other areas where the country has world-class performers

Speaking now of MotoGP, in Malaysia, they are completely obsessed with it, and when we have Miguel Oliveira there, we can use the same strategy through him and try to promote Portugal, and it works. It's cheaper to put a sign in the Al-Nasr stadium or MotoGP saying “Visit Portugal” than other campaigns we try to do, it's a matter of pure strategy... We currently have Cristiano Ronaldo at Al-Nassr, which is like Benfica, why don't we take advantage of this things? Likewise, we must have people and companies in other areas that can serve to leverage Tourism, that is, I gave the example of Ronaldo, but there may be other equivalent ones that achieve this effect, but in other areas... Moreover, we must have people and companies in other areas that can serve to leverage Tourism, that is, I gave the example of Ronaldo, but there may be other equivalent ones that achieve this effect but in other areas (P15)

#### **4.4.2. Improve Tourism Agent's Perceptions Through Training**

As broadly discussed in the previous chapter, Portuguese tourism agents, from small businesses of any typology to official tourism institutions have little to no knowledge about the Halal Tourism Market. As a consequence, results indicate that participants suggest that these economic agents should have “Specific training in the area and adaptation of some units if demand so requires” (P21), “Muslim Friendly awareness campaigns should be developed among operators and the community in general” (P7) and at a more international level “Regular visits to the region (Halal Markets) to visit agents to give product updates” (P5). Furthermore,

From what I know about our territory and the companies we work with, it is to give the perception to those who work here that there is a niche and potential, but that requires adaptation on the part of restaurants and hotels (P1)

Perhaps business forums dedicated to Halal tourism could raise awareness of this segment and potential business opportunities by inviting operators who already work with this type of tourist, allowing the establishment of business partnerships between international and national tour operators (P17)

Adding to this idea, results demonstrate that this should be an initiative from local public entities from each region to provide these trainings to businesses and tourism professionals “This should

be done by the people who regulate the tourism industry...Demystify the media's association of Muslims with radicalism, especially tourism agents and populations in general” (P6)

First, train and show them that it is a very attractive market. Then, we are not alone, we work in cooperation with the Agência de Promoção Turística do Alentejo, which does a very good job of attracting new audiences to the territory, and gives us insight into the needs of this same audience (P16)

Mertola's example is good, the fact that the municipality made itself available to provide these trainings and right away in the invitation explained a little what it is for people to be aware. It does not have to be the municipalities that do everything, it can also be local associations of traders trying to develop this. It is still unknown to most people and if there is training there may be more interest in people taking part...It's something that has to come from the institutions' municipalities, etc. I think it's difficult because small traders already have such complete agendas and so many concerns, that this always end up being left behind (P3)

What we tried to do, was to organize a set of webinars with businesses from the hotel and catering industry, and with tourism professionals from the municipality to try to raise their awareness of this situation, here in Mértola it was very well received (P14)

Data further suggests that these trainings already take place and are given by Halal certifying entities, however, still on a very small scale “What happens, in the Tivoli group and in the Pestana Group, they all had training in the scope of Halal and that allows the developments for the contracting of meat and the services that they consider relevant” (P15). Moreover,

Until the 24th of April (2023), we will have a Sheikh here that will provide training within the scope of the Digital Academy, in a partnership that is established between the municipality of Mértola and the Escola de Hotelaria e Turismo de Vila Real de Santo António... Therefore, the idea is we train our agents and the territory, but obviously always respecting the identity values of each people (P16)

#### **4.4.3. Participation in Tourism Fairs and Events at a National and International Level**

Being developed at a worldwide basis, including in Muslim-majority countries such as the United Arab Emirates, Tourism Exhibitions and Fairs are pointed by participants as an excellent way to promote Portugal and build communication channels with these countries. Moreover, all institutional participants mention this as an excellent way to promote Portugal as a destination “What we did at the time, and with our efforts, we went to participate in some international tourism fairs, namely in Spain, in Dubai, and we tried to sell Portugal as a destination” (P15). Participants suggest that this effort should take place, especially in the Middle East

Encouraging more markets, especially the Middle East, not so much the North African market where we already have a community, with numbers of some significance, of individuals who come from there who come and seek us out... Taking into account the type of service that predominates in our region, where we have a market positioning that is a little high-end, we should work for A or A+ class clients and these are more abundant in the Middle East than in the MAGREB or sub-Saharan Africa. Our efforts have been focused on the Middle East, because we have thought to attract tourists, who will bring, above all, a larger growth in income (P9)

Furthermore, results suggest that these events should also be promoted inside of Portugal “Build awareness of the country's National events in different areas... Create Muslim Food Festivals” (P5). Which has already been made in Alentejo with the “Mercado Halal” project, but should be promoted at a more national and international scale

Promoting events like Mértola does with the Festival Islâmico perhaps further north. Having a municipality where there is an important cultural dynamic, and introducing there the music of the Arab world, cinema, theater, and talking about the culture that is as important to the world as Western culture is (P8)

I think that if they do as they do in Mértola, where they have that Islamic festival that attracts a lot of people (...) Here in Beja, nobody is yet aware that this is a new market, and I think they (Businesses) are still a little asleep (P2)

The municipalities of our territory do this job of embracing previous legacies. We have a festival here in Alentejo, the Islamic festival of Mértola every 2 years where we celebrate

exactly this legacy and heritage that was left to us by this historical period. In other words, we celebrate our past (...) It also has a cultural component in terms of conferences and music from the Islamic world and artists that come from North Africa and the Middle East (P14)

Adding to this idea, results indicate that this kind of initiative have really good success on attracting tourists from all over the world, consequently causing a very positive economic impact in the region they are held in terms of revenue and employment “Just to tell you that the Islamic Festival this year (2023) is the year of the festival, we are talking about an event where around 45 thousand people appear and causes a very good economic impact on our region” (P9)

We effectively invite and come traders from the Islamic world who have stores in Morocco, or Tunisia for example, and even a large community that exists here in Andalusia, and most of them combined with Portuguese traders, make this market work in a different and very interesting way (P2)

This cooperation could also be extended at an international level mainly with Spain, a country that, has a significant Halal Market in the south of the nation. In the Andalusia region, some institutions already work the Halal Tourism Market, mainly Instituto Halal de Espanha and Fundación Tres Culturas

We need to have a well-structured clinical eye to Spain where the process is advancing faster. We will also be able to find an opportunity here for Mértola to stand out within the panorama of the Iberian Peninsula, and in places where there was a greater exposure from the territorial point of view to the Muslim culture (P9)

In the scope of the Mercado Halal project, we already participate in some events directly, we participated in the ITB in Berlin and in FITUR last year with our own representation. And working with Tour Operators, the so-called Fam Trips, bring them here to show what we can do, what we have to offer. We were this year at FITUR, and in which there was a presentation of the Festival Islâmico de Mértola and which aroused the curiosity of many people, including those linked to Muslim communities in Spain who showed great interest in the Islamic festival ... It aroused our interest, because in fact they (Spain) are more advanced in this market, we are talking about Seville and Córdoba, which are two

cities with a strong Islamic presence... This project we had for the Halal market was exactly in that direction. Unfortunately, we caught the pandemic in the middle, but we held a series of events here with partners from Spain, in which we were made aware mainly of the size of the European Halal market, the volume of business and forecasts of growth in the coming years mainly from Europeans. Even for us, the development of our candidacy was meant to try to continue what they are already doing in Andalusia, and trying to take advantage of some routes that are already created in Andalusia and that we tried extending to our country... Mértola has taken advantage of that very well, namely our contacts with the Fundación Tres Cultura de Espanha, the Insituto Halal de Espanha e de Portugal, for them to also certify some installations in the region, and try to create connections with Andalusia, and understand what it can be done now, this is a work of continuity (P14)

#### **4.4.4. Halal Promotion Ideas for Portugal**

As for the Marketing and Promotion of Portugal as a destination, results suggest that participants point two main paths mainly, promoting the cultural similarities between the country and Muslim nations and, due to the lack of awareness from other markets, promoting Portugal as a destination and only then each individual region should market itself.

Starting with the first one, results suggest that there is a clear cultural identification between Portugal and Muslim-majority countries and that a similar promotion strategy was adopted for Israel “In Portugal there is a set of traces and culture of Muslim elements and therefore there are more than reasons to promote some type of tourism here” (P10) “We have enormous potential, looking at the European panorama, the main advantage that Portugal has is the cultural and climatic proximity, therefore we can be a gateway to another type of tourism that is more European and even joint” (P6)

The importance of the halal market is precisely this, realizing that through this legacy, and through what was left to us from a cultural point of view, we will also be able to have one more market to operate in here (P16)

This is an emerging market still in the structuring phase in our country, but it has been worked on not only to qualify incoming conditions and adapting tourism agents products to Muslim-friendly tourism, but also to stimulate the development of cultural and tourist activities based on tangible and intangible Islamic heritage (P22)

To organize a tourist product, we have to sell a dream or an idea. If we want to reach the Halal community and talk to them about “Come and visit Al-Andalus” the whole concept of the time they were in the Iberian Peninsula, I think this is where we must go (P10)

Because each individual region of Portugal is practically not known in Halal Markets, participants suggest that the country should promote itself as a destination, and not each region by itself as this presents itself as an ineffective strategy

To approach these markets, I believe that we should use a national component and not so much a regional one, in this specific case, and even as a way of investigating the possibilities that these markets may have, the Portugal brand should be promoted and only then its destinations. At this point, and as these are markets with little or no development, I think any exploration that may exist is preferable to go with the Portugal brand, rather than with Lisbon or Porto, even for cultural reasons. (P21)

The topic of promotion, mainly what destination attributes to promote, is the most controversial among participants. Some point out that the marketing towards these customers should be done, mainly through adapting Portugal’s current tourism offer to these consumers, for example In terms of food, we are used to dealing with different markets, and halal is a market that, with an audience present, we have to adapt, and the agents are willing to do so. (P21)

When we do promotion in the market, we always make an adaptation, that is, we show what we have, but adapted. Imagine, even in some destinations the type of communication we do is different, for example, the type of communication we do to Berlin is different from what we do to Dusseldorf... We in Japan do not promote Wine Tourism because the Japanese do not drink, they are more connected to the culture (P20)

Specific training in the area and adaptation of some units should be given if tourism demand so requires it. The Muslim tourism sector presents many unexplored opportunities for countries and organizations that meet their needs. Portugal positions

itself as an excellent Halal destination, for a vacation or business trip, with hotels, restaurants, and other services adapted to the needs of these customers. Therefore, it is important to adapt our offering in the strategic sectors of tourism, commerce, handicrafts, services, and hotels to this market and even achieve halal certification (P22)

However, this is heavily disregarded by other participants that suggest that by adapting its current products to this market, Portugal, and the destination, are losing its soul and essence as a country and region “Being an inclusive destination with diversified customers, there is little adaptation of the offer to this type of demand” (P19)

Do destinations need to lose identity and change their products and services to please the Muslim tourist? What weight could halal tourism have and what would be the predisposition of the local community to modify its authenticity? Destinations have an identity, they offer a set of experiences that should not be artificialized to respond to a specific type of demand (...) Will halal tourism be compatible with the experiences that our destination offers? (P17)

In the case of Halal, if there is promotion, it is in a more cultural context, more of a luxury of showing the pearls that we have, but in a higher segment. We already do this for the Jewish market, namely in Israel, despite being westernized, the issue of wine and food can also be overcome, but we are careful that what we show about each destination has to be adapted. It is not so much what we can improve, we have our essence and we can't escape it, we have to adapt what we have to show visitors (P20)

As for the promotion by itself, a participant suggested that Portugal's current Tourism planning and strategy are not adapted at all to Halal Tourism, and that promotional videos for the country even have forbidden/Haram elements to the Muslim tourist

For example, we have developed several tourist routes and guides for this market, from the cultural and sporting part, which is basically no different from the others. If you like surfing, you like surfing, so what changes? Just that when the time for prayer comes and I want to eat, I want to eat halal. We can use it in the same videos that we have been using for “Visit Portugal”, which are spectacular, and maybe instead of drinking a glass of wine, they are eating a Halal steak. I think it's about making small changes and adapting

to each market. We must do Marketing according to the public and niche market we want to work with. Our offer and destination Portugal has everything to work out (P15)

#### **4.4.5. Certification and Muslim Friendly Assurance**

By giving the peace of mind to Muslim tourists that the products they are consuming are Halal compliant, the Certification of these goods is pointed out by participants has a potential action a business can take in order to have a significant competitive advantage over other companies. Even despite recognizing that Portugal is still at a very early stage of this process.

We are still in the early stages of the process of certification of accommodation and catering. We also now have a project here in a tea house also in the sense of taking advantage of the potential of this market. We also have a network of partnerships with various entities and associations that are found in the radius of North Africa and the Iberian Peninsula, so that we can start to potentialize the routes of Al-Andaluz, and through them come tourist flows associated with the theme of Halal (P9)

Certifications are however very hard to achieve and to comply with as broadly discussed in previous chapters in several areas of activity of the Tourism Industry. Consequently, results indicate that a more accessible type of certification should be created and that despite not being 100% Halal, it complies with the majority of what is allowed by religion to a Muslim customer “Now, within quality, the valuation of certification gives a differentiating and attractive path to the territory, we openly want to receive this public” (P9)

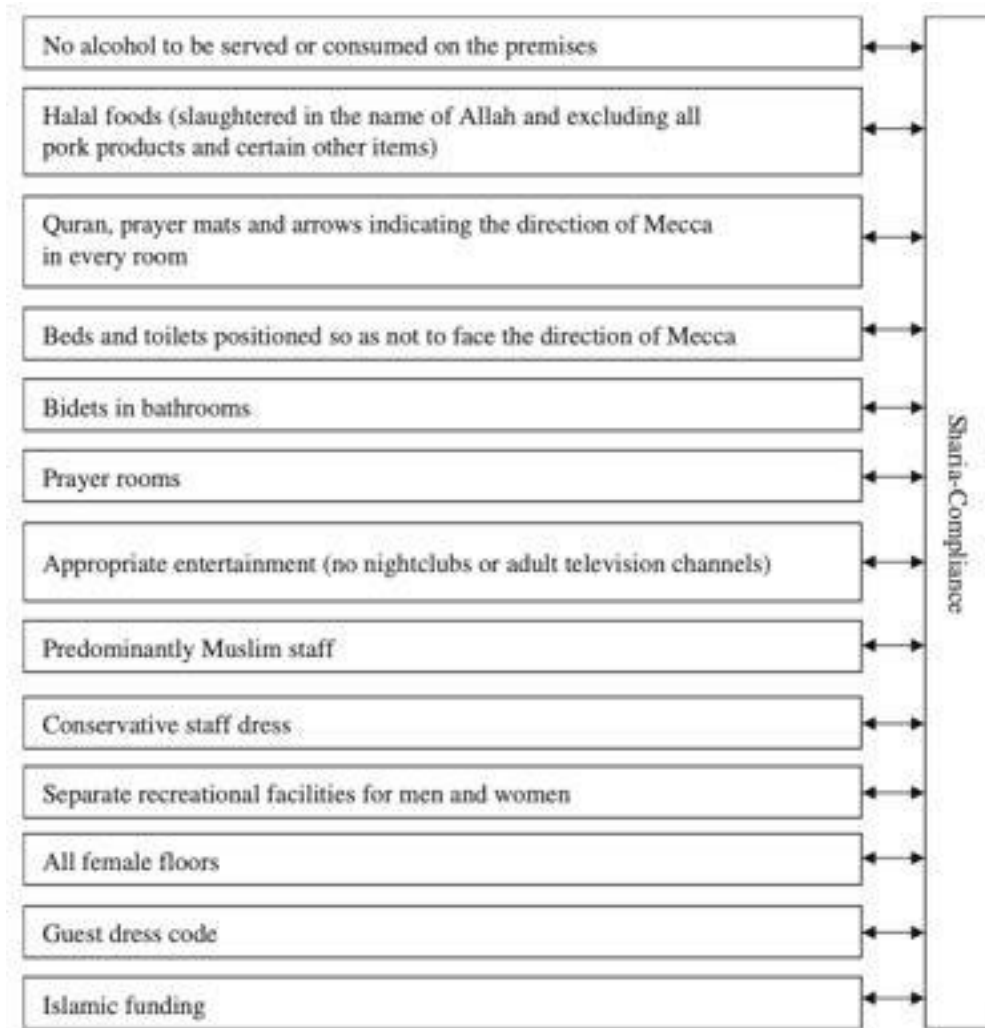
Initially, we created Muslim-Friendly stamp to be able to signal the units (Hotels) that are already qualified to provide a response that has minimal services for the halal market. Especially because what we tried to do here was, instead of having these units certified by the Halal Institute of Portugal whose certification and maintenance of certification is more demanding, what we tried here was to have a special stamp. And what was done here in the project was also to have a seal here that is Muslim-Friendly, these are units that, not being completely purist from a Halal point of view, manage to correspond to the minimum services that allow to satisfy a tourist of this category (P14)

Obviously, we are within a Halal certification process of our accommodation, catering, and tourism entertainment are currently receiving training in this regard. Of course, in the Halal spirit, it is necessary to be careful with food, even when contemplating the spaces, and then some conditions of the Muslim-Friendly stamp will be privileged within these requirements so that the spaces can be attended by people who want to come and visit places like Mértola (E16)

#### **4.5. Netnography Results Description**

The literature regarding the topic of Sharia-compliance in the hospitality field is still scarce, and in some cases, it is only specific for a certain country. Moreover, Battour and Ismail (2016) affirm that there are no formal or official criteria for Sharia compliance or Hotel Muslim friendliness adopted at a worldwide basis. In fact “The lack of consensus about some facets of hotel compliance indicates that, as with Sharia law as a whole, there are ambiguities” (Henderson, 2010, p. 248). The same author points to the fact that emphasis is mostly placed on the prohibition of alcohol, but in some versions of Sharia compliance, there are more restricted rules such as sex segregation, specific staff to serve only members of the same sex, or even not married couples not being able to sleep in the same room.

Figure 10: Attributes of Sharia-compliance for hotels.



Source: (Henderson, 2010, p 248)

However, despite this lack of consensus, the list of attributes as shown in Figure 10 will be used to evaluate the level of Sharia-compliance and Muslim-friendliness of Hotels in the Netnography Analysis. The list of attributes was applied to all Hotels present in this study regarding of the country being Muslim majority or minority.

Starting this analysis with Asian countries (Figure 11), both Malaysia the first-placed destination in the GMTI 2022, and Indonesia with the second place and the largest Muslim country in the world, both present good levels of services provided. However, despite the two nations being geographically very close to each other, some key differences can be highlighted. In both destinations, all hotels analyzed had Halal Food in the property, either it being by request, having

it in close by restaurants, or all food in the property being always Halal regarding of being requested or not. Moreover, no Alcohol is set to be served in most Hotels either by request, or the property having a restaurant that does not sell alcohol, plus, it can also be taken out from guests room by previous request. On the topic of leisure Malaysia has the edge, almost all properties have appropriate entertainment for families (Including children), and do not have any Haram, activities, but the same cannot be said for Indonesia. Still on this topic, in both countries, recreation facilities, mainly swimming pools and spas are segregated which grants the required privacy. Once again, Malaysia has the edge on this topic, mainly because some Hotels on the list have fully separated facilities for both Men and Women mainly swimming pools only for females. As for Prayer Facilities, Malaysia once again has the edge, both in rooms and throughout the Hotel, which grants guests the capability of performing prayers in the privacy of their bedrooms. To conclude on this Topic, both countries have some the of highest scores in the “Hotel” evaluation criteria of the GMTI 2022 edition with 61 points to Indonesia 73 to Malaysia out of 100 possible.

Figure 11: Nenography Analysis of Malaysia and Indonesia

	Malaysia										Indonesia									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
No Alcohol to be served	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Halal Food availability	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Quran, prayer mats and arrows indicating the direction of Meca																				
Beds and toilets positioned so not to face the direction of Meca																				
Bidets in Bathrooms																				
Prayer rooms	x		x		x	x	x											x		
Appropriate entertainment (No nightclubs or adult television channels)	x	x	x	x		x					x									
Predominantly Muslim staff																				
Conservative staff dress																				
Seperate recreational facilities for men and women	x	x	x	x		x					x	x	x	x	x	x	x	x		x
All female floors																				
Guest dress code																				
Islamic funding																				

Source: Author own

In regard to the Middle East and North Africa (Figures 12 and 13) an exception and disclaimer should be made about Saudi Arabia, because, in the country the selling and consumption of alcohol are completely forbidden. As a result, in the Halal Booking website, filters related with alcohol were not used because no Hotel sells these products.

Talking about Turkey and Saudi Arabia, destinations that both share second place together with Indonesia in the GMTI 2022, two major trends can be noticed. Both nations have all Halal Food available in all the analyzed Hotels, moreover, almost all properties have Halal Food services nearby to them. The same trend applies to Alcohol, in fact, the selling of related products is even forbidden in Saudi Arabia, consequently, no Hotels have it. In Turkey, the majority of Hotels also do not have these types of products. Entertainment in its various forms, both for families and children is broadly and generally available in both countries, in fact, these two nations have the biggest variety in terms of different entertainment types for the Muslim tourist of all the analyzed destinations. As for separate recreational facilities, both destinations are very well positioned, however, Saudi Arabia has the edge on this topic on a direct comparison with Turkey, since Saudi Arabia even has private beaches which are segregated and are, or only for men, or only for women. Adding to this idea, overall, Hotel's in both countries have almost all segregated facilities, namely swimming pools and spas for both genders. Where both countries really fall short is in the availability of Prayer Rooms in Hotels which, despite both being Muslim-majority countries, are almost inexistent. Both countries are generally well positioned in the GMTI 2022 Edition with Turkey scoring 59 and Saudi Arabia 64 out of 100 points possible in the "Hotel" evaluation criteria.

Shifting to the North Africa region, both Morocco and Egypt, the two largest Halal markets in the region, are generally well positioned in what Halal-Friendly hotels is concerned. All hotels in both countries have All Halal Food and this can also be requested, and the same extends to the topic of Alcohol with it being removed from guests room by request. Moreover, where this region really excels and, differentiates itself from others, is in terms of entertainment, not only by its variety and quantity, but also the fact that it is broadly available in almost all hotels and for all types of family members. Separate facilities are also broadly available with some hotels even having an Hamman. Overall, Morocco has the best punctuation in the GMTI 2022, despite both

destinations sharing the 12<sup>th</sup> place, Morocco is way ahead of Egypt in terms of the “Hotel” evaluation criteria, scoring 53 points against only 39 from Egypt in 100 points possible.

Figure 12: Nenography Analysis of Saudi Arabia and Turkey

	Saudi Arabia										Turkey									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
No Alcohol to be served	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Halal Food availability	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Quran, prayer mats and arrows indicating the direction of Meca																				
Beds and toilets positioned so not to face the direction of Meca																				
Bidets in Bathrooms																				x
Prayer rooms												x								
Appropriate entertainment (No nightclubs or adult television channels)	x			x	x	x		x		x	x				x	x		x		x
Predominantly Muslim staff																				
Conservative staff dress																				
Seperate recreational facilities for men and women	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x		x	x	x
All female floors																				
Guest dress code																				
Islamic funding																				

Source: Author own

Figure 13: Netnography Analysis of Egypt and Morocco

	Egypt										Morocco									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
No Alcohol to be served	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Halal Food availability	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Quran, prayer mats and arrows indicating the direction of Meca																				
Beds and toilets positioned so not to face the direction of Meca																				
Bidets in Bathrooms																				
Prayer rooms	x	x																		
Appropriate entertainment (No nightclubs or adult television channels)	x	x	x	x	x	x	x	x	x	x	x		x	x			x		x	x
Predominantly Muslim staff																				
Conservative staff dress																				
Separate recreational facilities for men and women	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
All female floors																				
Guest dress code																				
Islamic funding																				

Source: Author own

Last but not least, for what Europe and North America is concerned (Figures 14, 15 and 16), even though some countries having significant periods of Islamic occupancy throughout their history, and possessing Islamic cultural and world heritage sites, the performance of nations both in Europe and North America is poor, and in terms of hotel facilities, is the worst positioned region as a whole.

In countries such as France and Germany, that possess large communities of Muslim residents inside their borders, following the European pattern, their performance is mediocre in most aspects that make a Hotel Sharia-Compliant. In fact, on the Food topic, in both nations none of the analyzed Hotel had any Halal restaurant, moreover, the majority of hotels do not even have it even if a previous request is made by guests, with Halal Food being only available in nearby restaurants close to the property. Speaking about Alcohol, it can be removed from guest's rooms if it is previously asked or if the accommodation is booked via the Halal Booking Website. Relating to recreation facilities, in both countries, none of the Hotels had separate ones neither for Men and Women, only having segregated spas and swimming pools. Both Germany and France, despite having poor infrastructure, still are above the European average score of only 27 points in the "Hotel" evaluation criteria of the GMTI 2022 with a score of 35 and 37 points for each nation respectively.

Moving to the United Kingdom and the United States, two of the largest economies worldwide and biggest tourism markets, the first one was ranked as the top European destination for Muslim Travelers and occupies the third place worldwide as a TOP 20 Non-OIC Destination of the GMTI 2022. The country has good levels of availability of Halal-Food in all the analyzed Hotels, in fact, in most of them, this product is always available, or it is available if requested in advance, plus, all properties had Halal-Food services nearby. Speaking about Alcohol, it can be removed from guest's rooms, but it might be sold in other parts of the Hotel, a trend that is transversal to all analyzed countries until now. Once again, and following the trend, most hotels have or private hire swimming pools or spas, which can be fully segregated with modest swimwear being broadly allowed. Despite cultural similarities, the same results cannot be replicated to the United States of America, with the country generally having really poor performance across all categories with the unavailability of Halal Food, and it being only served nearby to the property. On the subject of Alcohol, it can be removed from guest rooms only by

previous request. Moreover, the fact that the majority of hotels not having separated, or segregated facilities both for Men and Women clearly show the poor performance of the country regarding available facilities for the Muslim Market. As for the position on the GMTI 2022, The United States scored 3 points, and the United Kingdom scored 19 points above the European average of only 27 in 100 possible for the “Hotel” evaluation criteria.

Finishing this analysis with Portugal and its neighbor country of Spain, two nations that have previously been discussed, despite very strong cultural similarities, being two countries with some of the biggest Islamic heritage in Europe, and both sharing a land border, the two nations are in very different stages of development of the Halal Tourism Market. Starting with Spain the country has Halal Food generally available in properties, and it can also be requested, plus, in all Hotels on the list, there were Halal Food services available nearby to the property. As for the selling of alcoholic beverages, these can be removed from guest’s rooms by request. Moreover, the majority of Hotels, have fully segregated facilities for Muslims that can also be hired privately.

Finally, Portugal, the central theme of this entire research, only 7 hotels in the entire country matched the above-mentioned criteria. Moreover, they have few or no reviews and are mostly located in the capital city of Lisbon, or in nearby towns. Moreover, the country has the lowest score of all destinations previously discussed regardless of the continent they are located in. From all hotels analyzed, none of them had Halal Food in the property not even by request, with businesses only mentioning that it is available in nearby restaurants/cafes/groceries near the property, moreover, and following the trend, alcohol can be removed from the guest's rooms if previously requested. Where Portugal really falls short, is the availability of Prayer Rooms that simply do not exist in any of the analyzed Hotels, moreover, there is a clear absence of appropriate entertainment for the Muslim guest, as well as separate facilities for men and women. Adding to this idea, there are not even segregated rooms or available for private hire for both Men and Women. Generally speaking, the country has a really poor performance, and it is the worst destination of all the analyzed ones, with not only the worst overall score on the GMTI 2022, but also the one with the lowest score on the “Hotel” evaluation criteria reaching only 29 points out of 100 possible, only 2 points above the European average.

Figure 14: Netnography Analysis of Germany and France

	Germany										France									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
No Alcohol to be served	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Halal Food availability	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Quran, prayer mats and arrows indicating the direction of Meca																				
Beds and toilets positioned so not to face the direction of Meca																				
Bidets in Bathrooms																				
Prayer rooms																				
Appropriate entertainment (No nightclubs or adult television channels)																				
Predominantly Muslim staff																				
Conservative staff dress																				
Separate recreational facilities for men and women	x	x	x		x	x		x			x		x	x				x	x	
All female floors																				
Guest dress code																				
Islamic funding																				

Source: Author own

Figure 15: United Kingdom and the United States Netnography Analysis

	United Kingdom										United States									
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
No Alcohol to be served	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Halal Food availability	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Quran, prayer mats and arrows indicating the direction of Meca																				
Beds and toilets positioned so not to face the direction of Meca																				
Bidets in Bathrooms																				
Prayer rooms																				
Appropriate entertainment (No nightclubs or adult television channels)																				
Predominantly Muslim staff																				
Conservative staff dress																				
Seperate recreational facilities for men and women	x	x	x	x	x	x	x		x					x						
All female floors																				
Guest dress code																				
Islamic funding																				

Source: Author own

Figure 16: Spain and Portugal Netnography Analysis

	Spain										Portugal							
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	
No Alcohol to be served		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Halal Food availability		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Quran, prayer mats and arrows indicating the direction of Meca																		
Beds and toilets positioned so not to face the direction of Meca																		
Bidets in Bathrooms																		
Prayer rooms																		
Appropriate entertainment (No nighclubs or adult television channels)																		
Predominantly Muslim staff																		
Conservative staff dress																		
Seperate recreational facilities for men and women		x	x	x		x		x	x	x		x						x
All female floors																		
Guest dress code																		
Islamic funding																		

Source: Author own

## **4.6. Exploratory Phase Analysis and Interpretation**

### **4.6.1 Research Tourism Agents Level of knowledge towards Halal Tourism**

As confirmed by the analysis of interviews conducted, the illiteracy towards the Halal Tourism market, consumer behaviors and profile, and knowledge about the concept by itself is notorious by the great majority of participants. In general, stakeholder awareness regarding Halal Tourism is very low throughout Portugal, with only 4 participants having some level of awareness about this market. Even at an institutional level the participants also agreed about their uncertainty about the meaning and definition of Halal Tourism. Such low levels of knowledge coincide with results from the report Global Muslim Travel Index, from Crescent Rating (2022) that was previously discussed and where Portugal scores only 3 points out of 100 possible in the "Stakeholder Awareness" field. Moreover, almost all participants mistake Halal Tourism with Religious/Islamic Tourism when one thing has nothing to do with the other (Heesup et al., 2019). Almost every participant mistakenly thought that Halal Tourism is the same as an Arab person and heavily linked this market with Religious Tourism and tourists with high purchasing power, not realizing that Halal Tourism mostly refers to Muslim traveler's faith-based needs (Heesup et al., 2019), and that its purpose can be any more general travel motivation other than religion (Battour & Ismail, 2016). Moreover, only 1 participant mentioned southeast Asian countries, for example Malaysia or Indonesia, as an example of an important Halal Market with most interviews not even knowing that there is a significative Muslim population in Asia (Crescent Rating, 2022).

This lack of knowledge further extends to the understanding of the Islamic Rules, and to what is Halal or Haram to a Muslim traveler, as only very few participants had some knowledge regarding the topic. The awareness and knowledge of these types of rules by destinations and businesses are of fundamental importance and crucial, not only in the Halal Tourism implementation process but also for travelers who wish to see their religion-based needs fulfilled as mentioned by (Battour et al., 2010)). Adding to this idea, local communities and other tourists have positive attitudes towards Muslim travelers, in fact, are quite positive in the case of Portugal, as these can have a big influence on customer retention and attraction (Han et al., 2019).

As for the knowledge of Halal Products and Services, it is scarce and is mostly related to butchers, restaurants, and small Hotels. The absence of the refereed products and services comes as the consequence of not only the lack of knowledge already broadly discussed about the Muslim traveler, but also the uncertainty that this market can generate significant economic gains. However, despite its current state, new products and services are being designed and created, as participants believe this can bring a competitive advantage for their business. These results are in accordance with (Carboni et al., 2017) findings, as the author indicates that, service providers familiarity with both national and international products designed for the Muslim traveler could be considered as a differentiation point and a competitive advantage for their business. Jeaheng et al (2019) point in the direction that understanding of Muslim tourist's specific needs, desires and behaviors are essential in order to create any products or services to this market, while assuring that the best practices are applied. To conclude, (Papastathopoulos, 2022, p. 2) states that "Previous literature has shown that halal-friendly services and products are key determinants of the consumption behavior, purchase intention, and satisfaction of Muslim tourists", with both being almost absent in Portugal.

About the perceptions of tourism agents towards Halal Tourism and Muslim travelers, these are generally very positive, with only a very small number of incidents reported, which can further help Portugal to attract this market. Findings related with this topic are in accordance with Moufakkir (2020) study, where the author suggests that Islamophobia can have a profound impact on Muslim tourist's intentions to visit a certain country and their experience while visiting the destination. Moreover, is towards Muslim women that this turns into a bigger issue, with none of these being reported in Portugal.

#### **4.6.2. Identify the main challenges for developing Halal Tourism in Portugal**

Despite not being an Islamic destination by essence, the interpretation of the results suggests that the absence of knowledge, data, and awareness towards Halal Tourism is a huge challenge for the development of this market in Portugal at all levels. Participants find the concept complicated and hard to understand which poses as a major challenge, and the same even applies to some destinations in Asia such as Japan which are relatively close to Muslim countries (Henderson,

2016). These results are further supported by a study performed by Shafaei (2017) that found out that the relationship between the involvement of Muslims and awareness by destinations is the strongest predictor for the involvement of travelers in the Muslim destination of Indonesia. Furthermore, results coincide with El-Gohary (2016) findings, this because the author mentions that one of the main challenges for developing Halal Tourism worldwide, and consequently in Portugal, is the absence of a conceptualization of the meaning of Halal Tourism and its definition. Moreover, Zahiah et al. (2016) indicates that the biggest challenge to develop this market is the lack of awareness from tourism agents and stakeholders. This further extends, for example, to the hospitality field, where the lack of awareness by the sector about the Halal market is noticeable, as showed by Razzaq et al. (2016) in his paper regarding New Zealand, and whose results also apply in Portugal.

Results suggests that Halal Tourism is not a strategic priority for businesses and institutions in Portugal for several reasons. Participants, once again, point the lack of knowledge and awareness about this market as the major problem. Besides, this is also extended to institutions that regulate and promote tourism in Portugal, this because, and as mentioned before, the main Halal Outbound markets, are only considered as selective actuation markets where only selective actions should be made (Turismo de Portugal, 2017). This can be further justified by the fact that these markets do not show, at the moment, a significant economic value and opportunity for Portugal, as the number of tourists from these origins in the country is very small, to the point where almost no data exists. However, participants showed openness and the will to further develop projects and strategies for the Halal Tourism Market, with these results coinciding with (Al- Fadhat et al., 2022).

Findings from the topic of Halal Food and facilities, mainly religious, further point that these two attributes still lack development in Portugal. These findings are further supported by Crescent Rating (2022) report, where the country has only scored 30 points for “Halal Dining” and 20 for “Prayer Places” out of 100 points possible. Moreover, the lack of these attributes, as mentioned by participants, can derive from a small Muslim population in Portugal that does not demand these types of services, as well as a lack of economic potential that justifies the required investment. The absence of Halal products, services, and facilities for the Muslim customer in Portugal was justified by participants since there are not considerable levels of demand for these

services that justify the existence of them at an economic level. Therefore, because there are no tourism offers to this segment, Muslim Travelers are forced to look for countries where their needs can be fulfilled such as Turkey or the United Arab Emirates

These results are further supported by Henderson (2016), as the author indicates that in Malaysia and Singapore, countries that both have a majority and sizeable Muslim population, have a competitive edge over non-Muslim destinations on the topics of Halal Food, and the same can be applied to other destination attributes and facilities. Zahiah et al. (2016) further indicate that creating awareness on how to prepare Halal Food is a major challenge for this market development. Plus, in accordance with Jeaheng et al. (2019) findings, tourism agents from the hospitality field, mainly hotels and residence developers, are some of the most important stakeholders in attracting Muslim customers, and in Portugal these can play a vital role for the development of this industry.

Moreover, these findings further extend to Halal Food that, despite being available in the capital city of Lisbon at least at a satisfactory level, it is still not broadly available throughout the country. The unavailability of Halal Food is a big challenge Portugal faces as suggested by participants, this evidence is further supported by Han et al. (2019) whose findings suggest that the absence of Halal Food is a serious obstacle that Muslim tourists face in South-Korea, another non-Muslim destination. Furthermore, the absence of Halal Food can play a critical role in forming perceptions and behaviors of Muslim travelers according to the same authors. Adding to this idea:

The study revealed that the availability of halal food neither has a significant impact on Muslim traveler's destination selection decision nor on the overall traveler's satisfaction. However, the study findings indicated that the availability of halal food affects the traveler's intentions to revisit the destination, length of stay, and the type of accommodation chosen. (Mannaa, 2019, p. 2195)

This is a similar situation to what already happens throughout the European continent as mentioned by Kalkias et al. (2014), however, the authors point out that this scenario is progressively changing due to the greater importance of Halal Tourism on the global Tourism Market. As mentioned by participants, the fact that Portugal has an overall small Muslim community spread throughout the country further helps to justify the absence of not only Halal

Food, but also other products, services, and facilities. These findings are supported by Henderson (2016) study where the author suggests that destinations with majority or sizeable minority Muslim communities can have a competitive advantage regarding halal food and other Muslim-friendly services.

About the issue of Aerial connectivity, it can be considered as the genesis of the problem, this because, if Muslim travellers cannot travel to Portugal in the first place, the market will never have the chance to adapt to this market, to create products and services for it, and to study its specific needs and travel motivations. Once again, results collected about this topic are in line with Crescent Rating (2022) report, as Portugal in the “Access” evaluation criteria, mainly regarding the country connectivity to Halal markets has a score of only 13 in 100 points possible. As a result, the number of visitor arrivals is also very low, which is further harmed by the fact that Portuguese airports do not have the required infrastructure necessary to income aircrafts that are majorly used in these markets.

Regarding the issue of certification, as mentioned by participants, despite the certification processes being difficult and hard to comply with they are extremely necessary to offer, consumer protection, to promote confidence, and attract Muslim tourists (Mohsin, Noriah, et al., 2016). Participants find the certification process to have criteria that are not applicable to all businesses and do not make much sense. The use of technologies will certainly play a significant role on fastening the Halal certification process as pointed by Organization of Islamic Cooperation & Statistical, Economic and Social Research and Training Centre for Islamic Countries (2022). Moreover, Zahiah et al. (2016) points in the direction that despite the number of restaurants that attain Halal certification are increasing, they are still hard to find, especially outside of big cities.

#### **4.6.3. To develop Guidelines to Boost Halal Tourism in Portugal**

In order to promote itself to Halal Markets, participants suggest that Portugal should use its ambassador’s image in different areas of activity, such as Football or MotoGP. These finding are new in the current Halal Tourism literature and this perspective on how to promote a destination was never mentioned or studied before. Moreover, the training provided to tourism agents in

Portugal further suggested by participants is also a new finding in the literature, especially in non-Muslim countries. In fact Portuguese man-labor does not have the necessary knowledge or practice to deal directly with the Muslim customer, which is a problem that is also found in the OIC countries as these not have a well maintained human-capital with the necessary skill-set to satisfy the needs of these consumers (Organization of Islamic Cooperation & Statistical, Economic and Social Research and Training Centre for Islamic Countries, 2022).

The participation and representation of Portugal in International Tourism fairs and events is suggested by participants as an excellent vehicle to promote the country both in Muslim countries or even within Europe. These initiatives already take place, and with great success in 2 Asian countries namely South-Korea and in Japan. In fact, in the later the, Halal Expo organized in Japan in 2014 was an important step that helped the country understand the requirements and needs of the Muslim tourist (Mohsin et al., 2016). Islamic-related events should also be promoted inside the nation as a means to attract foreign Muslim tourists to each region, which already happens in Mértola, but results indicated that it should be expanded to the rest of the country.

In the context of Promotion, participants suggest that Portugal should enhance its Muslim heritage and stimulate its cultural similarities towards Halal Outbound Markets. Furthermore, Portugal, should promote itself as a whole, and not each region by itself, which makes sense, especially when considering that if the country has low levels of awareness, its individual regions could be unknown. Additionally, Portugal should invest in the promotion of its current Halal attributes, such as the availability of certified halal restaurants, prayer facilities and mosques available in the country. Moreover, travel agencies, airlines and hotels should be registered and with updated information (J. Henderson, 2016).

To conclude this Exploratory Phase analysis and interpretation, Halal certification assumes itself as a significant competitive advantage that businesses can attain if they want to differentiate themselves from the competition. However, results suggest that these certifications are hard to get and to comply with which can discourage its use. In its case study about the Japanese Halal market, Zahiah et al. (2016) mention that the certification process can be difficult, confusing and can be discouraging due to the lack of standardization about this topic. Moreover, results suggest that the existence of a more accessible and easier to get Muslim-friendly stamp provides

businesses the opportunity to, despite not complying to everything that is allowed to a Muslim tourist, to offer products and services in a Muslim-friendly way. These findings are in accordance with Moshin et al. (2020), the authors indicate that Halal certification must be displayed in Halal related activities, as it reassures Muslim consumers that the Sharia Laws are known and being met by the business.

#### **4.7. Netnography Analysis**

As confirmed by the Netnography Analysis, Portugal does have a really poor performance and very low levels of availability in what concerns Hotel facilities that comply with the Sharia-Laws, and therefore fulfil the Muslim traveler faith-based needs.

After being compared with 11 other countries, in Asia, Middle-East and North Africa, and Europe and North America, Portugal as the worst performance in this criteria, even when compared to countries that do not have a significant Islamic legacy and heritage such as, for example, the United States of America. Results from this analysis clearly show that the best performing regions worldwide are Asia, the Middle-East and the North Africa with countries such as Indonesia, Turkey, Malaysia, Saudi Arabia, Egypt and Morocco, being in the TOP 10 Destinations in the “Service” category of the GMTI 2022.

After applying the filters i)- Halal food nearby; ii)- Alcohol-free room; iii)- Beach – Mixed modest swimwear; iv)- Pool – Mixed modest swimwear; v) Wellness & Spa – Mixed modest swimwear; vi) Review Score – Our Score (Good: 7 +), only 7 properties in Portugal matched these requirements. These results reflect the lack of a strategy and interest from businesses in this market, even despite the huge potential Portugal has for the development of Halal Tourism. Moreover, there was not a single Hotel in the entire country with facilities exclusively for Men or Women, and there was not a single property serving Halal Food regardless of being requested or not, and the same goes to Prayer Facilities being generally unavailable. Insights collected by some participants previously mentioned in the Exploratory Phase that were a part of the certification process of Hotels mainly in the Lisbon area, clearly show that these Hotels or are not registered in the Halal Booking website, or their attributes description is simply missing. To conclude on this topic, the majority of Hotels are heavily concentrated in the Lisbon area, even

despite the biggest developments in Portugal regarding the Halal Tourism market happening in the Alentejo region.

The analysis of each individual Hotel page, in the HalalBooking website does not allow to fully understand the level of Sharia compliance that each Hotel has. In fact, some hotel attributes are not even Halal exclusive, but can also be applied to any other more general type of tourism. For example, despite most hotels having segregated spas or saunas, this is not an exclusive attribute or requirement for the Muslim tourist but can also be more generally applied. Furthermore, some Hotels do not update their pages on the HalalBooking website in years, so the availability or not of a certain service cannot be fully assured. Moreover, some Sharia-Compliance attributes previously discussed are completely impossible to know via the analysis of the website, more specifically: 1- The availability of a Quran, prayer mats and arrows indicating the direction of Mecca in every room; 2- Beds and toilets being positioned so as not to face the direction of Mecca; 3- Predominantly Muslim staff; 4- Conservative staff dress; 5- All female floors; 6- Guest dress code; 7- Islamic funding.

Further research of some of the selected Hotel in the Netnography analysis, allows to conclude that none of the Hotels in Portugal had explicitly publicized on their official websites any Halal, Muslim-Friendly, or Sharia-Compliant attributes. This can lead to the conclusion that, the implementation of Sharia-laws and its compliance in Hotels in a non-OIC destination can be a very big challenge, as there is the uncertainty and anxiety from Hotel businesses can conduct to the loss of non-Muslim tourists (Jeaheng et al., 2019). These conclusions are in accordance with Henderson (2010) findings, the author concludes that the challenges of implementing Sharia-compliance in hotels can be escalated if the target customer of the business are both Muslim and non-Muslim tourists. However, the same author points to the fact that this can be used as an opportunity for marketers, as Alcohols bans and no-smoking policies can be promoted into Unique Selling Points for each Hotel conducive of good health. In its paper Muharam and Asutay (2019), the authors found that from the 55 halal-friendly hotels they analyzed, that most hotels classify as halal-friendly by providing related services such as Halal-Food, prayer facilities and alcohol free policy, however, very few hotels show any Islamic symbols or images, and try to maintain a neutral image.

#### **4.8. Bridging Methodologies: Exploring the Intersection of Exploratory and Netnography Results**

A deeper analysis of both phase results allows to conclude that Portugal, and the same can be applied to other facets of the Halal Tourism Market, it is still at a very early stage of development and certification of hotels capable of satisfying de Muslim traveler faith-based needs. However, and because the country is one of the largest Tourism powerhouses in the entire European continent, and considering the Islamic heritage the country has, the good development of this type of products and services is of the rightest importance, as the destination has all the potential to become one of the best destinations for the Muslim traveler in Europe.

Results from the GMTI 2022 from Crescent Rating (2022) position Portugal at a very poor ranking regarding its Service capability in what concerns Hotels and Halal accommodation in general, being only slightly above the European average which is already low. Adding to this idea, the same results can be further extended to the topic of Halal Food both at Hotels and Restaurants, prayer places both at hotels and in Mosques, Airport facilities, Experiences and, as already discussed, in terms of hotel facilities which are really poor.

As mentioned by participants in the in-depth-interviews of the Exploratory phasis, and as confirmed by the Netnography analysis, Hotels in Portugal are very poorly equipped and are not very Muslim-friendly. Furthermore, they lack basic infrastructure necessary for the Muslim traveler, such as Prayer Rooms, Ablution equipment and Halal Food. Moreover, the majority of hotels in the country do not even have basic necessities, such as prayer mats and copies of the Holy Quran in each room, and arrows indicating the direction of Mecca, even despite these can be easily substituted with the use of technology, they are still valued and required by the Muslim traveler.

The number of hotels registered in the Halal Booking website in Portugal is quite low, in fact, only 7 Hotels in the entire country were found that fulfill the already mentioned criterias for selection. Furthermore, there are some Hotels in the referred database that were excluded from analysis, since they do not have any Sharia-compliant attributes, or the Hotel page is simply outdated. This can be explained by the fact that some Hotels fear losing business volume from non-Muslim tourists, (Jeaheng et al., 2019). Moreover, these results can be further extended to other Hotels in other analyzed countries near Europe such as Morocco and Egypt, as these, on

trying to attract the European tourist, also provide and have the most diverse entertainment, that can also be enjoyed by non-Muslim travelers.



## **Chapter 5. Conclusion**

Being worth approximately US\$ 2 Trillion in 2021, the Halal Industry, where Halal Tourism is included, assumes itself as one of the most promising and with the most potential industries worldwide. As a result, it cannot continue to be ignored by tourism agents, businesses, and institutions.

The Halal Tourism market is one of the largest markets worldwide, however, general knowledge about it is still scarce, even in academic literature, with most people confusing it with religion, or religious related tourism. Moreover, there is still uncertainty about the Halal Tourism meaning and what it refers to, and what principles/requirements tourism should have so that it can be considered as Halal. Moreover, this problem further extends to countries of the Organization of Islamic Cooperation, even though these are Muslim-majority countries.

Notwithstanding the fact that Halal Tourism accounted for 11% of the Global Outbound Travel Market in 2021, most of the revenue is concentrated in the 57 member countries of the Organization of Islamic Cooperation. Being such a substantial market, new trends and patterns start to emerge, namely the appearance of airlines, travel agencies and tourism related businesses providing Halal-friendly products and services. Moreover, newer demographics and generations, are now utilizing new technologies, such as Artificial Intelligence, and being more connected to destinations by searching meaningful experiences, has a means to fulfill their needs.

Due to its large size in matters such as culture, origins, purchase power and travel motivators, it is wrong to assume that these tourists have similar needs and travel purposes. Due to its heterogeneity, different destination attributes can be valued differently by the Muslim traveler. For example, the attributes most valued by Muslims can vary from destination to destination, and even in nearby countries such as South-Korea, Japan, Singapore, or Malaysia. Moreover, what is most valuable to each Muslim traveler, also changes according to certain demographic groups.

As an arising market that it is still in its early stages of development and studying, a new set of Challenges and Opportunities Emerges. Starting with the first one, current research shows that one of the main obstacles to develop this market worldwide, is the absence of clear statement on what the term Halal Tourism refers to. Moreover, some destinations, can present significant levels of Islamophobia which can be pointed as a major obstacle. Adding to this idea, the lack of

awareness that this market exists is a severe difficulty, which makes businesses such as Hotels, Airlines and tourism related businesses not being able to fulfill the needs of the Muslim traveler. This further extends to problems regarding Halal or Muslim-friendly products and services that, despite being in a sprouting phase, are still broadly unavailable. Regarding Opportunities, several international destinations, mainly in Asia, Europe, and Africa, are interested in obtaining Muslim traveler satisfaction by extending the availability of high-quality halal products, that can even be consumed by non-Muslim travelers. Moreover, businesses such as travel agencies, airlines and cruise ship companies can target this consumer by offering products conceived exclusively for this market. On top of that, it is reported that on the topic of food, since most food consumed in the Arab-league countries is mostly imported from other parts of the world, this industry can provide significant economic gains and value. To end this topic, Halal Tourism, is also reported to have substantial and positive impacts at an Economic, Social, and Environmental level.

In Europe, the entire continent, including Portugal, has notable difficulties regarding the attraction of the Muslim traveler. For example, it is a noticeable trend that countries have significant problems regarding the spheres of communication, destination marketing, and stakeholder awareness, plus, Muslim arrivals in the region do not represent a significant size. Despite that, is in the Islamophobia and Faith Restrictions area that the continent excels as none of these have any sort of presence. In Portugal, a country where Christianity is predominant, the country faces severe challenges and difficulties if it wants to make Halal Tourism a strategic priority which does not currently happen. Furthermore, in the nation, the knowledge and awareness about Halal Tourism is none or even close to zero, with no Muslim-majority country even being in its Top 17 tourism outbound markets.

The first specific objective of this research is to Research the Tourism Agents Perceptions/Levels of Knowledge Towards Halal Tourism. In Portugal, the levels of knowledge and awareness regarding the Halal Tourism industry are so low that only a very small proportion of stakeholders have any level of familiarity with the topic, even when Muslim key players are considered. Therefore, interested parties have almost no understanding about the Islamic Rules, or what is commonly allowed or forbidden for a Muslim person, with most people having also no education concerning Islamic culture, besides the fact that it had a significant presence in Portugal throughout its history even until today. Because it is still in its early stages of development, it is

important to mention that, naturally, tourism agents have no training or understanding about Halal Products and Services, or even how these can be crafted and designed for the specific needs of the Muslim traveler. Regardless of these facts, and since Safety and the Absence of Islamophobia are important factors considered by the Muslim traveler, it is important to know that Portuguese tourism agents have good and positive perceptions about Muslim travelers, with the country having a very warming culture towards all travelers. To close the answer to this research specific objective, communication, and rising awareness among stakeholders at a national level is of fundamental importance to ensure that the essential infrastructures are developed. Therefore, tourism agents and destinations should be educated about this market potential so that they can take the best advantage of it.

About the second specific research objective, Portugal poses significant challenges for developing Halal Tourism and attracting the Muslim traveler. The first and most obvious one, that has already been deeply discussed throughout this entire research, is the lack of knowledge, data, and awareness about this market. Consequently, businesses have absolutely no idea of what the Muslim traveler's needs are, or even their profile in terms of demographics, purchasing power and origins. Moreover, there is also a clear absence of a strategy from stakeholders pointed to this specific market, both at a national and business level, however, it must be stated that some clear steps are being taken in this direction, especially in the southern part of Portugal, and whose results can be replicated in other parts of the country. The almost nonexistence of Halal Food and facilities is acknowledged as a significant adversity for Halal Tourism in Portugal, with most businesses not knowing and do not having the necessary characteristics to attract this market. While the topic of Halal Food can be surpassed with easiness due to the excellent gastronomical offer that Portugal has, mainly in the fish and vegetarian area, it's the facilities that pose the major problem, therefore, the country should start their creation or adaptation process of them mainly related to air travel and accommodation. Moreover, results from the Netnography analysis heavily suggest that Portuguese Hotels severely lack facilities directed to the Muslim traveler. This is quite noticeable in facilities such as prayer facilities in the hotel, and the unavailability of Halal foods in hotels, or even nearby to the property. However, it must be stated, that Hotels and other types of businesses have the fear that by targeting the Muslim customer, they can lose business and revenues from other travelers.

The genesis of why the Halal Tourism market is mostly undeveloped in Portugal lies in the fact that the country does not have (Direct or frequent) aerial connectivity to Muslim countries, therefore, tourism agents in the country do not have the opportunity to meet this market, collect data, and understand its consumers. During this research, participants gave the example of the Israel and Riga (Latvia) markets as an example, this because, from the moment that these destinations had aerial connection with Portugal, an immense interest from businesses in those countries emerged about Portugal and doing business with Portuguese companies. To conclude on the topic of challenges the absence of certificated products and businesses can be surpassed from the moment that there are substantial levels of demand that require it, consequently, businesses will want to have a competitive advantage over other organizations.

The third and final research objective, is to develop guidelines to boost Halal Tourism in Portugal. Participants from this research promptly suggest the idea of utilizing the Portuguese ambassador's image, such as Cristiano Ronaldo, to promote the country in Muslim-majority nations. These campaigns have already been previously made, namely in Time Square and with staggering success, therefore, the same strategy should be applied, namely in Saudi Arabia, not only because where the Portuguese football player is currently living and working, but because the country has an enormous potential in the overall global economy. Moreover, training, in easy to access ways such as webinars, should be provided to businesses and even local communities, so that these agents have the necessary knowledge to understand this market and its full potential, but also to meet the Muslim traveler needs. Despite its high cost, Portugal and its regions must participate in Tourism Fairs and Events in Muslim countries, this was referred by some participants, however, the lack of funds and a strategy that is pointed to other markets impedes development in this area. As for the Promotion of the country, findings suggest that it is not adapted to this market, and that this can be understood by watching Portugal promotional videos, that sometimes even show elements that are forbidden for Muslims, such as wine. Adding to this idea, the certification of products and businesses, which should also be included for the promotion of the country, should be made easier because, as it stands, it is not adaptable to all businesses, and criteria are hard to comply with.

To end this research, the author acknowledges that Portugal, despite the current state of its Halal Market, can become one of Europe's top destinations for Muslim travelers. The country has the

potential, and the necessary capabilities to develop a sustainable Halal Tourism Market, with the creation of aerial connectivity between Portugal and Muslim-majority countries being the first and most important step. Afterwards the market and the industry will work by itself, so that it can adapt to new tourists, and to a new reality. To conclude, for this research, the religion of Islam was considered in its entirety, and not each individual branches that the religion has, therefore, different divisions of Islam can each have a different set of faith-based needs, challenges, and travel motivations.

### **5.1. Study Limitations**

The author of this master thesis acknowledges that despite the best practices for this kind of research have been followed, the study has limitations that can be surpassed in future studies.

First, the current study only takes in consideration the point of view and perspectives of businesses and official tourism institutions. As a result, it does not take into consideration individual business problems but considers the Tourism industry has a whole. Secondly, no Muslim tourist's opinion or insight was collected, as this study only took in consideration the business perspective regarding the Halal Tourism market. And thirdly, the further education and awareness of tourism agents regarding this market can produce a new set of challenges and different outcomes different from the ones collected in this paper. Moreover, the keywords and the themes used for article and content research in general, if used differently or if it were other ones, could have produced a different outcome for this study. To conclude, the author acknowledges that current Halal Tourism literature has major flaws mainly, being heavily geographically concentrated in South-east Asia, and most research papers being published in low quality journals and magazines.

### **5.2. Future Guidelines for Research**

The author of this document acknowledges that future papers regarding the Halal Tourism thematic, especially in Portugal and Europe in general, should take in consideration the perspective of Muslim tourists, namely their travel motivations and destination attributes they value the most especially in the old continent. Moreover, individual business necessities and

problems should be taken into consideration as a topic for further development as these can vary from business to business depending on the area of activity. If and when the Halal Tourism Market is more developed in Portugal, a more quantitative approach to future studies is recommended in order to analyze the perspective of consumers, travelers, locals, and businesses about this industry in the country.

To finally conclude this document, the author recommends that future literature studies the relationship between each Muslim country level of attachment to Islam, their capabilities and facilities for the Halal Tourism Market, and what tourists from these countries value the most when traveling. Adding to this idea, the author considers that it would be interesting to understand if there are any differences in between the different Islam branches travel needs and requirements. Moreover, the effect that Halal related attributes in destinations can have on non-Muslim travelers is also another topic pointed for further discussion in order to understand what impact (Positive or negative) these have. And last but not the least, the impact of technologies, mainly smartphone application, can have on the fulfillment of a certain need and requirement of the Muslim tourist should be acknowledged. Future literature should also address if there are similar travel motivator and needs of Muslims when these travel to non-Muslim countries like in Europe.

For academic and literature contributions, this research provides new insights about the Halal Tourism industry from the supply and institutional perspective. Adding to this idea, this research provides new guidance about the current tourism offer concerning the hospitality field in Portugal and comparing it through an international benchmark with other Muslim (Europe, and North America) or non-Muslim destinations (North-Africa, Middle East, and South-East Asia). To conclude, for the industry, by adopting some of the strategies suggested in this document, such as certification, training, and promotion ideas, Portugal and its businesses can be more prepared to attract the Muslim traveler and to fulfil its needs being them related to religion or not.

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## Annexes

Annex 1: Halal Tourism List of Definitions

Author	Title	Source	Definition
(Olya & Al-Ansi, 2018)	Risk Assessment of Halal Products and Services: Implication for Tourism Industry	Tourism Management Perspectives	“Things or actions permitted by the Sharia (Islamic law)”
(Jafari & Scott, 2014)	Muslim World and its Tourism	Annals of Tourism Research	“The encouragement of tourists likely to meet the requirements of Sharia law”
(Carboni et al., 2014)	Is Islamic tourism a viable option for Tunisian tourism? Insights from Djerba	Tourism Management Perspectives	“Tourism in accordance with Islam, involving people of the Muslim faith who are interested in keeping with their personal religious habits whilst travelling”
(Battour & Ismail, 2016)	Halal Tourism: Concepts, Practices, challenges and future.	Tourism Management Perspectives	“Any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourism industry”
(Moshin et al., 2020)			“Halal tourism refers to the provision of a tourism product and service that meets the needs of Muslim travelers to facilitate worship and dietary

	Halal Tourism: Emerging opportunities.	Tourism Management Perspectives	requirement that conform to Islamic teachings. Halal tourism is therefore the type of tourism that adheres to the values of Islam”
(Henderson, 2015)	Islamic Tourism Reviewed	Tourism Recreation Research	“The concept could be interpreted to embrace time spent by Muslims in countries with Muslim minorities, where engagement with Islam is a key ingredient, exemplified by family reunions”
Crescent Rating	Crescent Rating	The comprehensive online glossary for the Halal travel market.	“Muslims travellers, who do not wish to compromise their faith based needs while travelling for a purpose, which is permissible. or it can also be defined as Halal conscious travellers, travelling for any purpose, which is Halal (permissible)”
(El-Gohary, 2016)	Halal Tourism, is it really Halal?	Tourism Management Perspectives	“Halal tourism is considered as a subcategory of religious tourism... Within this regard the concept of Halal is built around the need for any Muslim to have products that are allowable, acceptable, permit- ted, and permissible

			from a religious point of view”
(Vargas-Sánchez & Moral-Moral, 2018)	Halal Tourism: State of the Art	Tourism Review	“For instance, some people perceive it as an economic commodity that has created a niche market with economic potentials”
(Ilisa et al., 2020)	Generic and Islamic Attributes for non-Muslim majority destinations: Application of the Three-Factor Theory of Customer Satisfaction	Heliyon	“Halal is not limited to food and drinks, but also applies to the various products and services offered to the Muslim population, including tourism”

Source: Author own

Annex 2: List of Halal-Friendly Hotels in Portugal

Portugal				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Bessa Hotel Liberdade	Lisbon	<p>Outdoor pool: - Mixed-gender - Modest swimwear allowed</p> <p>Indoor pool: - Mixed-gender - Modest swimwear allowed</p>	<p>- Halal food is available in restaurants/cafes/groceries within 500m of property</p> <p>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</p>	<a href="#">BessaHotel Liberdade €209 - HalalBooking</a>
Aurea Museum by Eurostars Hotel Company	Lisbon	<p>Massage, Spa treatment room(s): - Private-hire - Fully-secluded</p> <p>Indoor pool: - Mixed-gender - Modest swimwear allowed</p>	<p>- Halal food is available in restaurants/cafes/groceries within 500m of property</p> <p>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</p>	<a href="#">Aurea Museum by Eurostars Hotel Company €298 - HalalBooking</a>
TRYP by Wyndham Lisboa Caparica Mar	Almada	<p>Outdoor pool: - Mixed-gender - Modest swimwear allowed</p>	<p>- Halal food is available in restaurants/cafes/groceries within 500m of property</p> <p>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</p>	<a href="#">TRYP by Wyndham Lisboa Caparica Mar €114 - HalalBooking</a>
Hotel 3K Madrid	Lisbon	<p>Outdoor pool: - Mixed-gender - Modest swimwear allowed</p>	<p>- Halal food is available in restaurants/cafes/groceries within 500m of property</p> <p>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</p>	<a href="#">Hotel 3K Madrid €72 - HalalBooking</a>
SANA malhoa	Lisbon	<p>No pool, spa or beach for ladies-only, private-hire or in villa/room use with seclusion. No pool, spa or beach for mixed-gender use with modest swimwear allowed.</p>	<p>-Halal food in the property is available if requested in advance -Halal food is available in restaurants/cafes/groceries within 500m of the property</p> <p>-Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</p>	<a href="https://en.halalbooking.com/p/64335?groups[]=2&amp;remember_search_params=true">https://en.halalbooking.com/p/64335?groups[]=2&amp;remember_search_params=true</a>
Don Jose Beach Hotel	Quartera	<p>Outdoor pool: -Mixed-gender -Modest swimwear allowed</p>	<p>-Halal food is available in restaurants/cafes/groceries within 500m of the property</p> <p>-Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</p>	<a href="https://en.halalbooking.com/p/89915?groups[]=2&amp;remember_search_params=true">https://en.halalbooking.com/p/89915?groups[]=2&amp;remember_search_params=true</a>
Sheraton Lisboa & Hotel Spa	Lisbon	<p>Outdoor pool: -Mixed-gender -Modest swimwear allowed</p> <p>Spa treatment room(s), Massage: -Private-hire -Fully-secluded</p>	<p>-Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of the property</p> <p>-Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</p>	<a href="https://en.halalbooking.com/p/60395?groups[]=2&amp;remember_search_params=true">https://en.halalbooking.com/p/60395?groups[]=2&amp;remember_search_params=true</a>

Source: Author own

Annex 3: List of Halal-Friendly Hotels in Malaysia

Malaysia				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Grand Liris Port Dickson	Port Dickson	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- In some rooms</li> <li>- Fully-enclosed</li> </ul> </li> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> </ul> </li> <li>Modern restaurant allowed.</li> <li>Swims:                             <ul style="list-style-type: none"> <li>- Ladies-only</li> <li>- Fully-enclosed</li> </ul> </li> <li>Swims, Steam rooms, Massage:                             <ul style="list-style-type: none"> <li>- In all rooms</li> <li>- Fully-enclosed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Grand Liris Port Dickson 4.3/5</a> - <a href="#">HalalBooking</a>
Liris Hibiscus Port Dickson	Port Dickson	<ul style="list-style-type: none"> <li>Beach:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modern restaurant allowed</li> </ul> </li> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- In some rooms</li> <li>- Fully-enclosed</li> </ul> </li> <li>Indoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> </ul> </li> <li>Modern restaurant allowed</li> <li>Massage, Hot tub/Jacuzzi:                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-enclosed</li> </ul> </li> <li>Steam rooms:                             <ul style="list-style-type: none"> <li>- In all rooms</li> <li>- Fully-enclosed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Liris Hibiscus Port Dickson 4.2/5</a> - <a href="#">HalalBooking</a>
Flamingo Hotel By The Beach Penang	Penang	<ul style="list-style-type: none"> <li>Beach:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modern restaurant allowed</li> </ul> </li> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> </ul> </li> <li>Modern restaurant allowed</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- No alcohol is served in at least one restaurant in the property. Alcohol might be served in the rest of the property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Flamingo Hotel By The Beach Penang 4.1/5</a> - <a href="#">HalalBooking</a>
Liris Suite Penang	Penang	<ul style="list-style-type: none"> <li>Beach:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modern restaurant allowed</li> </ul> </li> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Fully-enclosed</li> </ul> </li> <li>Modern restaurant allowed</li> <li>Wellness &amp; Spa:                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-enclosed</li> </ul> </li> <li>Massage, Spa treatment room(s):                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-enclosed</li> </ul> </li> <li>Steam rooms:                             <ul style="list-style-type: none"> <li>- In all rooms</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Liris Suite Penang 4.1/5</a> - <a href="#">HalalBooking</a>
Seaway Petai Hotel Kuala Lumpur	Kuala Lumpur	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> </ul> </li> <li>Modern restaurant allowed</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- No alcohol is served in at least one restaurant in the property. Alcohol might be served in the rest of the property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Seaway Petai Hotel Kuala Lumpur 4/5</a> - <a href="#">HalalBooking</a>
Seaway Resort	Kuala Lumpur	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- In some rooms</li> <li>- Fully-enclosed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- No alcohol is served in at least one restaurant in the property. Alcohol might be served in the rest of the property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Seaway Resort 4.0/5</a> - <a href="#">HalalBooking</a>
Seaway Pyramid Hotel	Kuala Lumpur	<ul style="list-style-type: none"> <li>- Property has at least one enclosed wellness or spa facility (sauna, hammam, massage, fitness, etc) with 100% privacy either for ladies or for your family only (all day or certain hours).</li> <li>- Property has mixed-gender swimming pool, where ladies are allowed to modest swimwear (made from proper swimwear material and covers most of body, e.g. burkinis, Muslim swimsuit, etc).</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- No alcohol is served in at least one restaurant in the property. Alcohol might be served in the rest of the property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Seaway Pyramid Hotel 4/5</a> - <a href="#">HalalBooking</a>
Hibiscus Garden Inn Kuala Lumpur Jalan Tunjika Abdul Rahiman North	Kuala Lumpur	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> </ul> </li> <li>Modern restaurant allowed</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Hibiscus Garden Inn Kuala Lumpur Jalan Tunjika Abdul Rahiman North 4.4/5</a> - <a href="#">HalalBooking</a>
Domest Kuala Lumpur	Kuala Lumpur	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> </ul> </li> <li>Modern restaurant allowed</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Domest Kuala Lumpur 4.1/5</a> - <a href="#">HalalBooking</a>
Vivand Kuala Lumpur	Kuala Lumpur	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> </ul> </li> <li>Modern restaurant allowed</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal.</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property.</li> <li>- No alcohol is served in at least one restaurant in the property. Alcohol might be served in the rest of the property.</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property.</li> </ul>	<a href="#">Vivand Kuala Lumpur 4.0/5</a> - <a href="#">HalalBooking</a>

Source: Author own

## Annex 4: List of Halal-Friendly Hotels in Indonesia

Indonesia				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Kayu Raja Villa	Kuta	<ul style="list-style-type: none"> <li>- Beach:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> <li>Outdoor pool:</li> <li>- In all rooms</li> <li>- Fully-secluded</li> <li>Wellness &amp; Spa:</li> <li>- Private-hire</li> <li>- Fully-secluded</li> <li>Massage, Spa treatment room(s), Sauna:</li> <li>- Private-hire</li> <li>- Fully-secluded</li> <li>Hot tub/jacuzzi:</li> <li>- In all rooms</li> <li>- Fully-secluded</li> </ul>	<ul style="list-style-type: none"> <li>- Some food in the property is always halal</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- No alcohol is served in at least one restaurant in the property. Alcohol might be served in the rest of the property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Kayu Raja Villa €69 - HalalBooking</a>
The Bali Dream Villa Resort Echo Beach Canggu	Canggu	<ul style="list-style-type: none"> <li>Outdoor pool:</li> <li>- In all rooms</li> <li>- Fully-secluded</li> <li>Outdoor pool:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul>	<ul style="list-style-type: none"> <li>- Halal food in the property is available if requested in advance</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- No alcohol is served in at least one restaurant in the property. Alcohol might be served in the rest of the property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">The Bali Dream Villa Resort Echo Beach Canggu €64 - HalalBooking</a>
The Bali Dream Villa Seminyak	Seminyak	<ul style="list-style-type: none"> <li>Outdoor pool:</li> <li>- In all rooms</li> <li>- Fully-secluded</li> <li>Outdoor pool:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> <li>Massage, Spa treatment room(s):</li> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul>	<ul style="list-style-type: none"> <li>- Some food in the property is always halal</li> <li>- Halal food in the property is available if requested in advance</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- No alcohol is served in at least one restaurant in the property. Alcohol might be served in the rest of the property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">The Bali Dream Villa Seminyak €157 - HalalBooking</a>
Sana Vie	Seminyak	<ul style="list-style-type: none"> <li>Outdoor pool:</li> <li>- In all villas</li> <li>- Fully-secluded</li> <li>Wellness &amp; Spa:</li> <li>- Private-hire</li> <li>- Fully-secluded</li> <li>Hot tub/jacuzzi, Massage:</li> <li>- Private-hire</li> <li>- Fully-secluded</li> <li>Hot tub/jacuzzi:</li> <li>- In all villas</li> <li>- Fully-secluded</li> </ul>	<ul style="list-style-type: none"> <li>- Halal food in the property is available if requested in advance</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Sana Vie €232 - HalalBooking</a>
Katamaran Resort	Lombok	<ul style="list-style-type: none"> <li>- Beach:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> <li>Outdoor pool:</li> <li>- In all rooms</li> <li>- Fully-secluded</li> <li>Outdoor pool:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> <li>Massage, Hot tub/jacuzzi:</li> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Katamaran Resort €98 - HalalBooking</a>
Sini Vie Villa	Seminyak	<ul style="list-style-type: none"> <li>Outdoor pool:</li> <li>- Private-use</li> <li>- Fully-secluded</li> <li>Wellness &amp; Spa:</li> <li>- Private-use</li> <li>- Fully-secluded</li> <li>Massage, Hot tub/jacuzzi:</li> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul>	<ul style="list-style-type: none"> <li>- Halal food in the property is available if requested in advance</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Sini Vie Villa €137 - HalalBooking</a>
The Jineng Villas by Ekosistem	Seminyak	<ul style="list-style-type: none"> <li>Outdoor pool:</li> <li>- In all villas</li> <li>- Fully-secluded</li> <li>Wellness &amp; Spa:</li> <li>- Private-use</li> <li>- Fully-secluded</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">The Jineng Villas by Ekosistem €103 - HalalBooking</a>
Sheraton Grand Jakarta Gandaria City Hotel	Jakarta	<ul style="list-style-type: none"> <li>Outdoor pool:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Sheraton Grand Jakarta Gandaria City Hotel - CHSE Certified €136 - HalalBooking</a>
Hotel Indigo Bali Seminyak Beach, an IHG Hotel	Seminyak	<ul style="list-style-type: none"> <li>- Beach:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> <li>Outdoor pool:</li> <li>- In some rooms</li> <li>- Fully-secluded</li> <li>Outdoor pool:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> <li>Wellness &amp; Spa:</li> <li>- Private-hire</li> <li>- Fully-secluded</li> <li>Spa treatment room(s), Massage:</li> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Hotel Indigo Bali Seminyak Beach, an IHG Hotel - CHSE Certified €243 - HalalBooking</a>
Namankhulu Private Villas & Spa	Kuruh	<ul style="list-style-type: none"> <li>- Beach:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> <li>Outdoor pool:</li> <li>- In all villas</li> <li>- Fully-secluded</li> <li>Outdoor pool:</li> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> <li>Wellness &amp; Spa:</li> <li>- Private-use</li> <li>- Fully-secluded</li> <li>Spa treatment room(s), Massage:</li> <li>- Private-use</li> <li>- Fully-secluded</li> </ul>	<ul style="list-style-type: none"> <li>- All food in the property is always halal</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Namankhulu Private Villas &amp; Spa €107 - HalalBooking</a>

Source: Author own

Annex 5: List of Halal-Friendly Hotels in Saudi-Arabia

Saudi Arabia				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Dana Beach Resort	Dharan	Beach: -Ladies-only -Fully-secluded  Beach sunbathing area: -Ladies-only -Fully-secluded  Outdoor pool: -Ladies-only -Fully-secluded  Indoor pool: -Ladies-only -Fully-secluded  Outdoor pool: -In some rooms -Fully-secluded Royal Villa	-All food in the property is always Halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -No alcohol is served anywhere in the property	<a href="https://en.halalbooking.com/dana-beach-resort/p/47253/checkin=2023-07-01&amp;checkout=2023-07-02&amp;groups%5B%5D=2">https://en.halalbooking.com/dana-beach-resort/p/47253/checkin=2023-07-01&amp;checkout=2023-07-02&amp;groups%5B%5D=2</a>
Radisson Blu Hotel, Jeddah Corniche	Jeddah	Outdoor pool: Mixed-gender • Modest swimwear mostly observed  Spa centre, Sauna, Steam room, Fitness: Ladies-only Fully-secluded  Spa treatment room(s): Private-hire • Fully-secluded	Halal Food All food in the property is always halal Halal food is available in restaurants/cafes/groceries within 500m of the property No alcohol is served anywhere in the property	<a href="https://en.halalbooking.com/radisson-blu-hotel-jeddah-corniche/p/48924">https://en.halalbooking.com/radisson-blu-hotel-jeddah-corniche/p/48924</a>
Hyatt Buyut	Riyadh	Indoor pool: -Private-hire • Fully-secluded  Outdoor pool: -Mixed-gender -Modest swimwear compulsory	Halal Food: -All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -No alcohol is served anywhere in the property	<a href="https://en.halalbooking.com/hyatt-buyut/p/122876">https://en.halalbooking.com/hyatt-buyut/p/122876</a>
Radisson Blu Resort, Al khobar Half Moon Bay	Dhahran	Beach: -Mixed-gender • Modest swimwear compulsory  Indoor pool: -Ladies-only • Fully-secluded  Outdoor pool: -Mixed-gender • Modest swimwear compulsory  Wellness & Spa: -Ladies-only • Fully-secluded  Spa centre, Sauna, Steam room, Hammam, Fitness, Massage: -Ladies-only • Fully-secluded	Halal Food: -All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -No alcohol is served anywhere in the property	<a href="https://en.halalbooking.com/radisson-blu-resort-al-khobar-half-moon-bay/p/48694/checkin=2023-10-01&amp;checkout=2023-10-02&amp;groups%5B%5D=2">https://en.halalbooking.com/radisson-blu-resort-al-khobar-half-moon-bay/p/48694/checkin=2023-10-01&amp;checkout=2023-10-02&amp;groups%5B%5D=2</a>
Donatello Hotel Jeddah	Jeddah	Indoor pool: -Mixed-gender • Modest swimwear mostly observed  Sauna: -Private-hire • Fully-secluded	Halal Food: -All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -No alcohol is served anywhere in the property	<a href="https://en.halalbooking.com/donatello-hotel-jeddah/p/32163/checkin=2023-01-01&amp;checkout=2023-01-02&amp;groups%5B%5D=2">https://en.halalbooking.com/donatello-hotel-jeddah/p/32163/checkin=2023-01-01&amp;checkout=2023-01-02&amp;groups%5B%5D=2</a>
Radisson Hotel & Apartments Dammam Industry City	Dammam	Beach: -Mixed-gender -Modest swimwear compulsory  Outdoor pool: -Mixed-gender -Modest swimwear compulsory	Halal Food: -All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -No alcohol is served anywhere in the property	<a href="https://en.halalbooking.com/radisson-hotel-apartments-dammam-industry-city/p/48719/checkin=2023-10-01&amp;checkout=2023-10-02&amp;groups%5B%5D=2">https://en.halalbooking.com/radisson-hotel-apartments-dammam-industry-city/p/48719/checkin=2023-10-01&amp;checkout=2023-10-02&amp;groups%5B%5D=2</a>
Wave Resort	Dharan	Beach: -Mixed-gender  Indoor Pool: Modest swimwear compulsory: -Indoor pool: Private-hire • Fully-secluded  Pool -In some rooms • Fully-secluded Deluxe Villa, 3 Bedrooms, Pool View  Pool: -In some rooms • Mostly-secluded Deluxe Villa, 4 Bedrooms, Pool View • Deluxe Villa, 6 Bedrooms, Sea View	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  Alcohol-free Areas: -No alcohol is served anywhere in the property	<a href="https://en.halalbooking.com/wave-resort/p/49692">https://en.halalbooking.com/wave-resort/p/49692</a>
SAKEN VILLAGE - Families Only	Al Jubail	Outdoor pool: Mixed-gender: Modest swimwear allowed  Wellness & Spa -Private-hire -Fully-secluded  Spa centre: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -No alcohol is served anywhere in the property	<a href="https://en.halalbooking.com/saken-village-families-only/p/325808">https://en.halalbooking.com/saken-village-families-only/p/325808</a>
Riyadh Airport Marriott Hotel	Riyadh	Indoor pool: -Ladies-only • Fully-secluded  Outdoor pool: -Mixed-gender • Modest swimwear compulsory  Fitness: -Ladies-only -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property	<a href="https://en.halalbooking.com/riyadh-airport-marriott-hotel/p/49344/checkin=2023-07-01&amp;checkout=2023-07-02&amp;groups%5B%5D=2">https://en.halalbooking.com/riyadh-airport-marriott-hotel/p/49344/checkin=2023-07-01&amp;checkout=2023-07-02&amp;groups%5B%5D=2</a>
Riyadh Diplomatic Quarter - Marriott Executive Apartments	Riyadh	Outdoor pool: -Mixed-gender -Modest swimwear compulsory  Wellness & Spa -Ladies-only -Fully-secluded  Spa centre, Sauna, Steam room, Hammam, Spa treatment room(s): -Ladies-only -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -No alcohol is served anywhere in the property	<a href="https://en.halalbooking.com/riyadh-diplomatic-quarter-marriott-executive-apartments/p/49662/checkin=2023-07-01&amp;checkout=2023-07-02&amp;groups%5B%5D=2">https://en.halalbooking.com/riyadh-diplomatic-quarter-marriott-executive-apartments/p/49662/checkin=2023-07-01&amp;checkout=2023-07-02&amp;groups%5B%5D=2</a>

Source: Author own

## Annex 6: List of Halal-Friendly Hotels in Turkey

Turkey				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Askoc Hotel	Istanbul	Indoor pool: - Mixed-gender - Modest swimwear allowed	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Askoc Hotel €75 - HalalBooking</a>
Holiday Inn Sisli	Sisli, Istanbul	Wellness & Spa: - Private-hire - Fully-secluded  Spa centre, Hammam, Sauna, Steam room, Fitness, Massage: - Private-hire - Fully-secluded	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Holiday Inn Sisli €98 - HalalBooking</a>
Lapis Inn Hotel & Spa	Istanbul	Wellness & Spa: - Private-hire - Fully-secluded  Spa centre, Hammam, Sauna, Massage: - Private-hire - Fully-secluded	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Lapis Inn Hotel &amp; Spa €195 - HalalBooking</a>
Ramada by Wyndham Istanbul Golden Horn	Beyoglu, Istanbul	Wellness & Spa: - Private-hire - Fully-secluded  Spa centre, Hammam, Sauna, Massage: - Private-hire - Fully-secluded	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Ramada by Wyndham Istanbul Golden Horn €210 - HalalBooking</a>
Tuntas Beach Hotel	Didim	Beach: - Mixed-gender - Modest swimwear allowed  Outdoor pool: - Mixed-gender - Modest swimwear allowed	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Tuntas Beach Hotel €89 - HalalBooking</a>
Greenwood Kemer Resort	Kemer	Beach: - Mixed-gender - Modest swimwear allowed  Outdoor pool: - Mixed-gender - Modest swimwear allowed  Indoor pool: - Mixed-gender - Modest swimwear allowed  Massage: - Private-hire - Fully-secluded	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Greenwood Kemer Resort €156 - HalalBooking</a>
Agaoglu My City Hotel	Umraniye, Istanbul	Outdoor pool: - Mixed-gender - Modest swimwear allowed  Indoor pool: - Mixed-gender - Modest swimwear allowed	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Agaoglu My City Hotel €90 - HalalBooking</a>
Greenwood Suites Resort	Antalya	Outdoor pool: - Mixed-gender - Modest swimwear allowed  Indoor pool: - Mixed-gender - Modest swimwear allowed  Massage: - Private-hire - Fully-secluded	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Greenwood Suites Resort €243 - HalalBooking</a>
Skalion Hotel & Spa	Fatih, Istanbul	Wellness & Spa: - Private-hire - Fully-secluded  Hammam, Sauna, Steam room, Massage, Spa center: - Private-hire - Fully-secluded	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Skalion Hotel &amp; Spa €90 - HalalBooking</a>
Sherwood Dreams Resort	Belek	Beach: - Mixed-gender - Modest swimwear allowed  Outdoor pool: - Mixed-gender - Modest swimwear allowed  Indoor pool: - Mixed-gender - Modest swimwear allowed  Massage: - Private-hire - Fully-secluded  Hot tub/jacuzzi: - In some rooms - Fully-secluded	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Sherwood Dreams Resort €257 - HalalBooking</a>

Source: Author own

Annex 7: List of Halal-Friendly Hotels in Egypt

Egypt				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Coral Sea Holiday Resort & Aqua Park	Sharm El Sheikh	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -Mixed-gender -Modest swimwear allowed Indoor pool: -Mixed-gender -Modest swimwear allowed Sauna, Hammam, Massage: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-sharm-el-sheikh-coral-sea-holiday-resort-aqua-park/">https://www.halalbooking.com/egypt-sharm-el-sheikh-coral-sea-holiday-resort-aqua-park/</a>
Coral Sea Water World Resort	Sharm El Sheikh	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -Mixed-gender -Modest swimwear allowed Indoor pool: -Mixed-gender -Modest swimwear allowed Sauna, Steam room, Hot tub/jacuzzi, Massage: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-sharm-el-sheikh-coral-sea-water-world-resort/">https://www.halalbooking.com/egypt-sharm-el-sheikh-coral-sea-water-world-resort/</a>
Sultan Gardens Resort	Sharm El Sheikh	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -In some rooms -Fully-secluded -Sea View Villa with Private Pool Outdoor pool: -Mixed-gender -Modest swimwear allowed	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-sharm-el-sheikh-sultan-gardens-resort/">https://www.halalbooking.com/egypt-sharm-el-sheikh-sultan-gardens-resort/</a>
Steigenberger ALDAU Beach Hotel	Hurghada	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -Mixed-gender -Modest swimwear allowed Massage: -Private-hire -Fully-secluded Hot tub/jacuzzi -In some rooms -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-hurghada-steigenberger-aldau-beach-hotel/">https://www.halalbooking.com/egypt-hurghada-steigenberger-aldau-beach-hotel/</a>
Three Corners Sunny Beach Resort	Hurghada	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -Mixed-gender -Modest swimwear allowed Spa centre, Sauna, Steam room, Hot tub/jacuzzi: -Ladies-only -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-hurghada-three-corners-sunny-beach-resort/">https://www.halalbooking.com/egypt-hurghada-three-corners-sunny-beach-resort/</a>
Arabella Azur Resort	Hurghada	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -Mixed-gender -Modest swimwear allowed Massage: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-hurghada-arabella-azur-resort/">https://www.halalbooking.com/egypt-hurghada-arabella-azur-resort/</a>
Jaz Aquamarine Resort	Hurghada	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -Mixed-gender -Modest swimwear allowed Massage: -Private-hire -Fully-secluded	-Some food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-hurghada-jaz-aquamarine-resort/">https://www.halalbooking.com/egypt-hurghada-jaz-aquamarine-resort/</a>
Sentido Mamlouk Palace Resort	Hurghada	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -Mixed-gender -Modest swimwear allowed Spa treatment room(s), Massage: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-hurghada-sentido-mamlouk-palace-resort/">https://www.halalbooking.com/egypt-hurghada-sentido-mamlouk-palace-resort/</a>
SUNRISE Arabian Beach Resort	Sharm El Sheikh	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -Mixed-gender -Modest swimwear allowed Massage: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-sharm-el-sheikh-sunrise-arabian-beach-resort/">https://www.halalbooking.com/egypt-sharm-el-sheikh-sunrise-arabian-beach-resort/</a>
Desert Rose Resort	Hurghada	Beach: -Mixed-gender -Modest swimwear allowed Outdoor pool: -Mixed-gender -Modest swimwear allowed Sauna: -Ladies-only -Ladies-secluded Steam room, Massage: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.halalbooking.com/egypt-hurghada-desert-rose-resort/">https://www.halalbooking.com/egypt-hurghada-desert-rose-resort/</a>

Source: Author own

Annex 8: List of Halal-Friendly Hotels in Morocco

Morocco				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Iberostar Founty Beach	Agadir	Beach: -Mixed-gender -Modest swimwear allowed  Outdoor pool: -Mixed-gender -Modest swimwear allowed  Indoor pool: -Mixed-gender -Modest swimwear allowed  Sauna, Steam room, Hammam, Spa treatment room(s), Massage: -Private-hire -Fully-secluded	-Some food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.iberostarhotels.com/en/berlin/iberostar-founty-beach">https://www.iberostarhotels.com/en/berlin/iberostar-founty-beach</a> <a href="https://www.iberostar.com/en/berlin/iberostar-founty-beach">https://www.iberostar.com/en/berlin/iberostar-founty-beach</a>
Valeria Jardins D'Agadir	Agadir	Beach: -Mixed-gender -Modest swimwear allowed  Outdoor pool: -Mixed-gender -Modest swimwear allowed  Sauna, Hammam, Massage: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.iberostarhotels.com/en/berlin/valeria-jardins-d-agadir">https://www.iberostarhotels.com/en/berlin/valeria-jardins-d-agadir</a> <a href="https://www.iberostar.com/en/berlin/valeria-jardins-d-agadir">https://www.iberostar.com/en/berlin/valeria-jardins-d-agadir</a>
Valeria Madina Club Resort Family & Aquapark	Marrakech	Outdoor pool: -Mixed-gender -Modest swimwear allowed  Indoor pool: -Mixed-gender -Modest swimwear allowed  Sauna, Hammam, Hot tub/jacuzzi, Massage: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.iberostarhotels.com/en/berlin/valeria-madina-club-resort-family-aquapark">https://www.iberostarhotels.com/en/berlin/valeria-madina-club-resort-family-aquapark</a> <a href="https://www.iberostar.com/en/berlin/valeria-madina-club-resort-family-aquapark">https://www.iberostar.com/en/berlin/valeria-madina-club-resort-family-aquapark</a>
Taj Atlas Wellness Boutique Hotel & Spa	Sidi Badhaj	Outdoor pool: -Mixed-gender -Modest swimwear allowed  Spa centre: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.iberostarhotels.com/en/berlin/taj-atlas-wellness-boutique-hotel-spa">https://www.iberostarhotels.com/en/berlin/taj-atlas-wellness-boutique-hotel-spa</a> <a href="https://www.iberostar.com/en/berlin/taj-atlas-wellness-boutique-hotel-spa">https://www.iberostar.com/en/berlin/taj-atlas-wellness-boutique-hotel-spa</a>
Grand Mogador Menara	Hivernage	Outdoor pool: -Mixed-gender -Modest swimwear allowed  Indoor pool: -Mixed-gender -Modest swimwear allowed  Wellness & Spa: -Ladies-only -Fully-secluded  Sauna, Hammam, Spa treatment room(s), Massage: -Ladies-only -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -No alcohol is served anywhere in the property	<a href="https://www.iberostarhotels.com/en/berlin/grand-mogador-menara">https://www.iberostarhotels.com/en/berlin/grand-mogador-menara</a> <a href="https://www.iberostar.com/en/berlin/grand-mogador-menara">https://www.iberostar.com/en/berlin/grand-mogador-menara</a>
Hotel Imperial Casablanca	Casablanca	Indoor pool: -Mixed-gender -Modest swimwear allowed  Hammam, Spa treatment room(s): -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.iberostarhotels.com/en/berlin/hotel-imperial-casablanca">https://www.iberostarhotels.com/en/berlin/hotel-imperial-casablanca</a> <a href="https://www.iberostar.com/en/berlin/hotel-imperial-casablanca">https://www.iberostar.com/en/berlin/hotel-imperial-casablanca</a>
Iberostar Saidia	Saidia	Outdoor pool: -Mixed-gender -Modest swimwear allowed  Indoor pool: -Mixed-gender -Modest swimwear allowed  Hammam, Hot tub/jacuzzi: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.iberostarhotels.com/en/berlin/iberostar-saidia">https://www.iberostarhotels.com/en/berlin/iberostar-saidia</a> <a href="https://www.iberostar.com/en/berlin/iberostar-saidia">https://www.iberostar.com/en/berlin/iberostar-saidia</a>
Iberostar Club Palmeraie Marrakech	Marrakech	Outdoor pool: -Mixed-gender -Modest swimwear allowed  Massage: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.iberostarhotels.com/en/berlin/iberostar-club-palmerie-marrakech">https://www.iberostarhotels.com/en/berlin/iberostar-club-palmerie-marrakech</a> <a href="https://www.iberostar.com/en/berlin/iberostar-club-palmerie-marrakech">https://www.iberostar.com/en/berlin/iberostar-club-palmerie-marrakech</a>
Riad Amina	Marrakech	Outdoor pool: -Mixed-gender -Modest swimwear allowed  Spa centre, Steam room, Hammam: -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.iberostarhotels.com/en/berlin/riad-amina">https://www.iberostarhotels.com/en/berlin/riad-amina</a> <a href="https://www.iberostar.com/en/berlin/riad-amina">https://www.iberostar.com/en/berlin/riad-amina</a>
Mazagan Beach & Golf Resort	Haouzia	Beach: -Mixed-gender -Modest swimwear allowed  Outdoor pool: -Mixed-gender -Modest swimwear allowed  Hammam, Spa treatment room(s) -Private-hire -Fully-secluded	-All food in the property is always halal -Halal food is available in restaurants/cafes/groceries within 500m of the property  -Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="https://www.iberostarhotels.com/en/berlin/mazagan-beach-golf-resort">https://www.iberostarhotels.com/en/berlin/mazagan-beach-golf-resort</a> <a href="https://www.iberostar.com/en/berlin/mazagan-beach-golf-resort">https://www.iberostar.com/en/berlin/mazagan-beach-golf-resort</a>

Source: Author own

Annex 9: List of Halal-Friendly Hotels in France

France				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Novotel Paris Centre Tour Eiffel	Paris	Indoor pool: - Mixed-gender - Modest swimwear allowed  Massage: - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Novotel Paris Centre Tour Eiffel €206 - HalalBooking</a>
Aparthotel Adagio Paris Centre Tour Eiffel	Paris	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Aparthotel Adagio Paris Centre Tour Eiffel €232 - HalalBooking</a>
Ibis Paris Tour Eiffel Cambronne 15ème	Paris	Massage: - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">ibis Paris Tour Eiffel Cambronne 15ème €114 - HalalBooking</a>
Residence Henri IV	Paris	Hammam, Massage: - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Residence Henri IV €404 - HalalBooking</a>
Boscolo Lyon Hôtel & Spa	Lyon	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Boscolo Lyon Hôtel &amp; Spa €323 - HalalBooking</a>
Radisson Blu Hotel, Nice	Nice	Beach: - Mixed-gender - Modest swimwear allowed  Outdoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Radisson Blu Hotel, Nice €358 - HalalBooking</a>
Shangri-La Paris	Paris	Spa treatment room(s): - Private-hire - Fully-secluded	- Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Shangri-La Paris €1,706 - HalalBooking</a>
Le Meridien Etoile	Paris	Massage: - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Le Meridien Etoile €220 - HalalBooking</a>
Adonis Arc Hôtel Aix	Aix-en-Provence	Outdoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Adonis Arc Hôtel Aix €120 - HalalBooking</a>
Holiday Inn Express Montpellier - Odysseum, an IHG Hotel	Montpellier	Outdoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Holiday Inn Express Montpellier - Odysseum, an IHG Hotel €102 - HalalBooking</a>

Source: Author own

## Annex 10: List of Halal-Friendly Hotels in Germany

Germany				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Park Inn by Radisson Berlin Alexanderplatz	Berlin	Spa treatment room(s): - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Park Inn by Radisson Berlin Alexanderplatz €122 - HalalBooking</a>
Grand Hyatt Berlin	Berlin	Massage: - Private-hire - Fully-secluded Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Grand Hyatt Berlin €294 - HalalBooking</a>
The Ritz-Carlton Berlin	Berlin	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">The Ritz-Carlton, Berlin €354 - HalalBooking</a>
Berlin Marriott Hotel	Berlin	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Berlin Marriott Hotel €218 - HalalBooking</a>
Park Plaza Berlin	Berlin	Sauna: - Private-hire - Fully-secluded	- Some food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Park Plaza Berlin €133 - HalalBooking</a>
Maritim Hotel Mannheim	Mannheim	Indoor pool: - Mixed-gender - Modest swimwear allowed Spa treatment room(s): - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Maritim Hotel Mannheim €98 - HalalBooking</a>
Hotel Collegium Leoninum	Bonn	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Hotel Collegium Leoninum €139 - HalalBooking</a>
Hyatt Regency Cologne	Cologne	Indoor pool: - Mixed-gender - Modest swimwear allowed Sauna, Massage: - Private-hire - Fully-secluded	- Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Hyatt Regency Cologne €438 - HalalBooking</a>
Maritim Hotel Dusseldorf (tem pintinhas no u)	Dusseldorf (acento no u)	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Maritim Hotel Dusseldorf €151 - HalalBooking</a>
Courtyard by Marriott Dresden	Dresden	Outdoor pool: - Mixed-gender - Modest swimwear allowed Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Courtyard by Marriott Dresden €122 - HalalBooking</a>

Source: Author own

Annex 9: List of Halal-Friendly Hotels in the United States of America

United States of America				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
The Mutiny Hotel	Miami	Outdoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">The Mutiny Hotel €283 - HalalBooking</a>
Virgin Hotels Las Vegas, Curio Collection by Hilton	Las Vegas	Beach: - Mixed-gender - Modest swimwear allowed  Outdoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Virgin Hotels Las Vegas, Curio Collection by Hilton €252 - HalalBooking</a>
The Plaza Hotel	New York	Spa treatment room(s): - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">The Plaza Hotel €854 - HalalBooking</a>
Courtyard by Marriott Houston Westchase	Houston	Outdoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Courtyard by Marriott Houston Westchase €114 - HalalBooking</a>
Fairfield Inn Kansas City Downtown/Union Hill by Marriott	Kansas City	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Fairfield Inn Kansas City Downtown/Union Hill by Marriott €220 - HalalBooking</a>
SpringHill Suites Chicago O'Hare by Marriott	Chicago	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">SpringHill Suites Chicago O'Hare by Marriott €167 - HalalBooking</a>
Hilton Kansas City Country Club Plaza	Kansas City	Outdoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Hilton Kansas City Country Club Plaza €225 - HalalBooking</a>
Homewood Suites by Hilton Chicago Downtown/Magnificent Mile	Chicago	Outdoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Homewood Suites by Hilton Chicago Downtown/Magnificent Mile €228 - HalalBooking</a>
Hilton Chicago/Magnificent Mile Suites	Chicago	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Hilton Chicago/Magnificent Mile Suites €404 - HalalBooking</a>
Embassy Suites by Hilton Washington DC Chevy Chase Pavilion	Washington	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Embassy Suites by Hilton Washington DC Chevy Chase Pavilion €201 - HalalBooking</a>

Source: Author own

Annex 11: List of Halal-Friendly Hotels in the United Kingdom

United Kingdom				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Shangri-La The Shard, London	Southwark, London	Indoor pool: - Mixed-gender - Modest swimwear allowed  Massage: - Private-hire - Fully-secluded	- Some food in the property is always halal - Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Shangri-La The Shard, London €725 - HalalBooking</a>
Park Regis Birmingham	Birmingham	Spa treatment room(s), Massage: - Private-hire - Fully-secluded	- Some food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Park Regis Birmingham €254 - HalalBooking</a>
The Landmark London	Westminster, London	Indoor pool: - Mixed-gender - Modest swimwear allowed  Spa treatment room(s), Massage: - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">The Landmark London €805 - HalalBooking</a>
Pestana Chelsea Bridget Hotel	London	Indoor pool: - Mixed-gender - Modest swimwear allowed  Massage: - Private-hire - Fully-secluded	- Some food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Pestana Chelsea Bridge Hotel €450 - HalalBooking</a>
St. James' Court, A Taj Hotel, London	London	Outdoor pool: - Mixed-gender - Modest swimwear allowed  Spa treatment room(s), Massage: - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">St. James' Court, A Taj Hotel, London €387 - HalalBooking</a>
The LaLit London	London	Spa treatment room(s), Massage: - Private-hire - Fully-secluded	- Some food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">The LaLit London €376 - HalalBooking</a>
The Chelsea Harbour Hotel and Spa	London	Indoor pool: - Mixed-gender - Modest swimwear allowed  Massage: - Private-hire - Fully-secluded	- All food in the property is always halal - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">The Chelsea Harbour Hotel and Spa €496 - HalalBooking</a>
Thorpe Park Hotel and Spa	Leeds	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Thorpe Park Hotel and Spa €146 - HalalBooking</a>
Clayton Hotel Birmingham	Birmingham	Fitness: - Private-hire - Fully-secluded	- Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Clayton Hotel Birmingham €134 - HalalBooking</a>
London Marriott Hotel County Hall	London	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food in the property is available if requested in advance - Halal food is available in restaurants/cafes/groceries within 500m of property  - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">London Marriott Hotel County Hall €1,276 - HalalBooking</a>

Source: Author own

## Annex 12: List of Halal-Friendly Hotels in Spain

Spain				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Gran Hotel Luna de Granada	Granada, Andalusia	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> <li>Indoor/outdoor connected pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> <li>Wellness &amp; Spa:                             <ul style="list-style-type: none"> <li>- Private-use</li> <li>- Fully-secluded</li> </ul> </li> <li>Spa centre, Sauna, Steam room, Hot tub/jacuzzi, Fitness, Solarium, Massage, Thermal pool:                             <ul style="list-style-type: none"> <li>- Private-use</li> <li>- Fully-secluded</li> </ul> </li> <li>Hot tub/jacuzzi:                             <ul style="list-style-type: none"> <li>- In some rooms</li> <li>- Fully-secluded</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Some food in the property is always halal</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Gran Hotel Luna de Granada €55 - HalalBooking</a>
Gran Hotel Havana	Eixample, Barcelona	<ul style="list-style-type: none"> <li>Massage:                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul> </li> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Gran Hotel Havana €224 - HalalBooking</a>
NH Collection Barcelona Constanza	Barcelona	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> <li>Indoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> <li>Massage, Spa treatment room(s):                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Halal food in the property is available if requested in advance</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">NH Collection Barcelona Constanza €161 - HalalBooking</a>
Marquis Hotels Issabel's	Granada	<ul style="list-style-type: none"> <li>Indoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> <li>Spa centre, Spa treatment room(s), Massage:                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Marquis Hotels Issabel's €121 - HalalBooking</a>
Porcel Alixares	Granada	<ul style="list-style-type: none"> <li>Massage:                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul> </li> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Porcel Alixares €76 - HalalBooking</a>
Hotel Bagues	Barcelona	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Hotel Bagues €315 - HalalBooking</a>
El Avenida Palace Hotel	Barcelona	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Halal food in the property is available if requested in advance</li> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">El Avenida Palace Hotel €283 - HalalBooking</a>
Olivia Balmes Hotel	Barcelona	<ul style="list-style-type: none"> <li>Outdoor pool:                             <ul style="list-style-type: none"> <li>- Mixed-gender</li> <li>- Modest swimwear allowed</li> </ul> </li> <li>Massage:                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul> </li> <li>Hot tub/jacuzzi:                             <ul style="list-style-type: none"> <li>- In some rooms</li> <li>- Fully-secluded</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Olivia Balmes Hotel €315 - HalalBooking</a>
Grums Hotel & Spa	Barcelona	<ul style="list-style-type: none"> <li>Massage:                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Grums Hotel &amp; Spa €179 - HalalBooking</a>
Hotel Barcelona Universal	Barcelona	<ul style="list-style-type: none"> <li>Massage:                             <ul style="list-style-type: none"> <li>- Private-hire</li> <li>- Fully-secluded</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Halal food is available in restaurants/cafes/groceries within 500m of property</li> <li>- Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property</li> </ul>	<a href="#">Hotel Barcelona Universal €203 - HalalBooking</a>

Source: Author own

Annex 13: List of Halal-Friendly Hotels in Italy

Italy				
Hotel	Location	Leisure for Ladies and Family	Halal Friendly Features	Notes
Room MATE Giulia	Milan	Massage: - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Room Mate Giulia €631 - HalalBooking</a>
Hotel Spadai	Florence	Spa centre, Suana, Hot tub/jacuzzi, Spa treatment room(s): - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Hotel Spadai €391 - HalalBooking</a>
Ramada Plaza by Wyndham Milano	Milan	Outdoor pool: - Mixed-gender - Modest swimwear allowed Spa treatment room(s), Massage: - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Ramada Plaza by Wyndham Milano €157 - HalalBooking</a>
The Code Hotel	Rome	Spa treatment room(s), Massage: - Private-hire - Fully-secluded Hot tub/jacuzzi: - In some rooms - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">The Code Hotel €198 - HalalBooking</a>
Hotel Saturnia & Internacional	Venice	Indoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Hotel Saturnia &amp; International €217 - HalalBooking</a>
The Westin Palace, Milan	Milan	Spa treatment room(s): - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">The Westin Palace, Milan €320 - HalalBooking</a>
Best Western Plus Hotel Spring House	Rome	Sauna: - Private-hire - Fully-secluded	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Best Western Plus Hotel Spring House €252 - HalalBooking</a>
Novotel Milan Nord Ca Granda	Milan	Outdoor pool: - Mixed-gender - Modest swimwear allowed	- Halal food is available in restaurants/cafes/groceries within 500m of property - Alcohol is removed from guest's room if booked on this website. Alcohol might be served in the rest of the property	<a href="#">Novotel Milan Nord Ca Granda €106 - HalalBooking</a>

Source: Author own