

INTERNSHIP REPORT

On

**Prospects of Halal Tourism in Bangladesh: A review of Halal Tourism
guidelines by Bangladesh Tourism Board**

INTERNSHIP REPORT

On

Prospects of Halal Tourism in Bangladesh: A review of Halal Tourism guidelines by Bangladesh Tourism Board

Prepared By

Md. Asadulla Hil Galib
ID: 203-43-149

Bachelor of Tourism and Hospitality Management
Department of THM

Supervised By

Mr. Mohammad Nurul Afchar
Lecturer (Senior Scale)
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

**DAFFODIL INTERNATIONAL UNIVERSITY
DHAKA, BANGLADESH**

LETTER OF TRANSMITTAL

16th August 2025

To,
Mr. Mohammad Nurul Afchar
Lecturer (Senior Scale)
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of the Internship Report.

Dear Sir,

I am delighted to present my internship report titled "Prospects of Halal Tourism in Bangladesh: A Review of Halal Tourism Guidelines by Bangladesh Tourism Board" as part of the requirements for my Bachelor of Tourism and Hospitality Management (BTHM) degree. It was an honor to work under your esteemed guidance during my six-month internship at the Bangladesh Tourism Board. This experience has enriched my understanding and skills in the field. The report examines the key aspects and guidelines of halal tourism as outlined by the Bangladesh Tourism Board. I have adhered to your instructions to the best of my ability and would greatly appreciate your acceptance of this report along with your valuable feedback. I hope it offers meaningful insights into the prospects of halal tourism in Bangladesh.

Yours Sincerely,



.....
Md. Asadulla Hil Galib
ID: 203-43-149
Department of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

CERTIFICATE OF THE SUPERVISOR

This is to certify that the internship report titled “Prospects of Halal Tourism in Bangladesh: A review of Halal Tourism guidelines by Bangladesh Tourism Board” has been submitted as part of the requirements for the Bachelor of Tourism and Hospitality Management degree at Daffodil International University by Md. Asadulla Hil Galib, ID: 203- 43-149. The report was completed under my supervision and guidance and represents a legitimate piece of work carried out successfully under my supervision.



.....

Mr. Mohammad Nurul Afchar
Lecturer (Senior Scale)
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship

ACKNOWLEDGEMENT

First, I would like to express my gratitude to the Almighty Allah, my creator and sustainer, to whom all we owe our ultimate return. I would also like to offer my sincere and heartfelt gratitude and thanks to our respected supervisor Mr. Mohammad Nurul Afchar, Lecturer (Senior Scale), Department of Tourism & Hospitality Management, Faculty of Business and Entrepreneurship at Daffodil International University, for his constant guidance, kind support, and assistance throughout the interpretation of the study and writing of the paper. This report is dedicated with immense love, gratitude, and respect to my parents, whose unwavering support, encouragement, and belief in my potential have been my constant source of inspiration. I am deeply thankful to everyone who contributed, directly or indirectly, to the completion of this report through their kind cooperation and support. I want to sincerely thank my teachers, in the Department of Tourism and Hospitality Management at Daffodil International University, for their constant guidance, encouragement, valuable insights, and thoughtful advice throughout my studies. I also wish to thank every one of the Bangladesh Tourism Board, for their assistance during my internship report on the “Prospects of Halal Tourism in Bangladesh: A review of Halal Tourism guidelines by Bangladesh Tourism Board”. Without their support, I would not have been able to complete my internship and submit this report on time. I acknowledge that any shortcomings in the report are entirely my responsibility.



.....

Md. Asadulla Hil Galib
ID: 203-43-149
Department of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship

EXECUTIVE SUMMARY

The Bangladesh Tourism Board (BTB) plays a pivotal role in promoting Bangladesh as a halal-friendly destination through its structured Halal Tourism Guideline 2022. This report critically examines BTB's strategies, focusing on halal food provisions, prayer and wudu facilities, gender-segregated amenities, and marketing initiatives. The study evaluates BTB's strengths, challenges, and opportunities to enhance its halal tourism impact, based on a survey of 100 Muslim respondents and a review of the guideline.

BTB has successfully leveraged Bangladesh's Muslim-majority population and Islamic heritage, with 77.1% of respondents recognizing widespread halal food availability and 71.4% highlighting mosques and shrines as key attractions. Affordable halal services and cultural alignment further strengthen appeal, as 97.1% agree halal food is essential for travel choices. However, prayer and wudu facilities remain inadequate, cited by 60%, with 17.1% dissatisfaction in cleanliness and availability. Limited gender-segregated amenities concern 57.1%, and marketing efforts are rated effective by only 51.4%, hindering outreach to global Muslim travelers.

To address these gaps, the report recommends infrastructure enhancements for prayer & wudu facilities, national halal certification for hotels and restaurants, expansion of gender-segregated recreational areas, and AI-driven digital platforms like apps for halal locators and Ramadan schedules. Strengthening staff training, social media campaigns, and partnerships with influencers are also critical for boosting awareness and satisfaction.

By implementing these strategic improvements, BTB can strengthen its halal tourism presence, attract a broader Muslim audience, and position Bangladesh as a competitive destination in the global halal market. The findings suggest that with a data-driven and adaptive approach, BTB can significantly enhance engagement with Muslim tourists and drive sustainable growth in the country's tourism sector.

Table of Contents

LETTER OF TRANSMITTAL.....	iii
CERTIFICATE OF THE SUPERVISOR.....	iv
ACKNOWLEDGEMENT.....	v
EXECUTIVE SUMMARY.....	vi
CHAPTER 1	1
INTRODUCTION	1
1.1 Introduction to Halal Tourism	2
1.2 Background of the Study	2
1.3 Scope of the Study	2
1.4 Objective of the Study:	2
1.4.1 Broad Objective:	2
1.4.2 Specific Objectives:	3
1.5 Methodology:.....	3
1.5.1 Research design	3
1.5.2 Population selection.....	3
1.5.3 Sample size	3
1.5.4 Source of data	3
1.5.5 Data Collection Process	4
1.5.6 Data Analysis Techniques	4
1.5.7 Data Collection Instruments.....	4
1.6 Limitation of the Study:.....	4
CHAPTER 2	6
ORGANIZATIONAL PROFILE.....	6
BANGLADESH TOURISM BOARD (BTB)	6
2.1 Introduction to Bangladesh Tourism Board	7
2.2 Mission Statement.....	7
2.3 Vision Statement	7
2.4 Location	7
2.5 Logo	8

2.6 Main Responsibilities.....	8
2.7 Organizational Structure.....	8
2.8 Key Milestones	9
CHAPTER 3	10
LITERATURE REVIEW	10
3.1 Definition of Halal Tourism	11
3.2 Halal Tourism Practices	11
3.3 Prospects of Halal Tourism	11
3.4 Challenges of Halal Tourism	12
3.5 Opportunities for Halal Tourism.....	12
3.6 Products of Halal Tourism	13
3.7 Practices of Halal Tourism in Bangladesh.....	14
CHAPTER 4	15
ANALYSIS OF HALAL TOURISM IN BANGLADESH.....	15
4.1 SWOT Analysis of Halal Tourism	16
4.1.1 Strengths	17
4.1.2 Weaknesses	17
4.1.3 Opportunities	17
4.1.4 Threats or Challenges	18
4.2 Review of Halal Tourism Guideline 2022	18
4.3 Comprehensive Analysis of Halal Tourism in Bangladesh.....	19
4.3.1 Demographics.....	19
4.3.2 Perceptions and Preferences	20
4.3.3 Experience and Satisfaction	28
4.3.4 Challenges.....	30
4.3.5 Marketing and Digital Tools	31
4.4 SWOT Elements.....	36
CHAPTER 5	39
FINDINGS, PROBLEMS, RECOMMENDATIONS & CONCLUSION	39
5.1 Major Findings:.....	40
5.1.1 Strong Base for Halal Tourism.....	40

5.1.2 Inadequate Prayer and Wudu Infrastructure.....	40
5.1.3 Limited Gender-Segregated Amenities.....	40
5.1.4 Moderate Marketing Effectiveness	41
5.1.5 High Demand for Halal-Compliant Services	41
5.1.6 Opportunities for Development	41
5.1.7 Competitive and Operational Challenges	41
5.2 Recommendations	42
5.3 Conclusion.....	43
CHAPTER 6	44
APPENDIX.....	44
CHAPTER 7	54
REFERENCES	54

CHAPTER 1

INTRODUCTION

1.1 Introduction to Halal Tourism

Halal tourism, also known as halal-friendly or Islamic tourism, caters to Muslim travelers by ensuring services that align with Islamic principles. This includes halal food, alcohol-free environments, prayer facilities, and gender-segregated services (Battour & Ismail, 2016). Globally, countries like Malaysia and Turkey have developed halal tourism infrastructure, but there is no universal standard (Bhuiyan & Darda, 2018). In Bangladesh, a Muslim-majority country, halal tourism presents untapped potential to attract both domestic and international Muslim travelers.

1.2 Background of the Study

The global halal tourism market is projected to grow significantly, with Muslim travelers spending \$220 billion by 2020 (CrescentRating, 2017). Bangladesh, with its rich cultural and natural attractions, has the potential to capitalize on this market but faces challenges such as limited marketing and infrastructure (Bhuiyan & Darda, 2018). Existing literature highlights the need for halal-compliant services but lacks specific studies on Bangladesh's context, creating a research gap. This study, conducted during a 12-week internship at the Bangladesh Tourism Board (BTB), explores halal tourism's prospects, guided by BTB's tourism promotion framework.

1.3 Scope of the Study

This report will limit its investigation only within the Muslim travelers who have their personal expectations and desires. 100 respondents are taken for the study. Some of them are students, some of them are jobholders, some of them are homemakers etc. That means they are potential tourists who express their feelings.

1.4 Objective of the Study:

1.4.1 Broad Objective:

To explore the opportunities, challenges, and strategies for developing and promoting halal tourism in Bangladesh as a means to enhance its tourism industry and contribute to sustainable economic growth.

1.4.2 Specific Objectives:

- To identify the opportunities of Halal Tourism in Bangladesh.
- To investigate how a halal tourism product could be created in Bangladesh.
- To examine the challenges of Halal Tourism in Bangladesh
- To provide suggestions of Halal Tourism based on challenges and opportunities.

1.5 Methodology:

1.5.1 Research design

To complete this study both inquiry-based research and an exploratory research approach has been used. For the purpose of completing the study a questionnaire has been used to collect data from a target sample.

1.5.2 Population selection

The population on which the study was conducted mainly comprised students who are studying in the field of tourism. Some of them job holders, some of them are home makers etc. That means they are potential tourists.

1.5.3 Sample size

The survey was conducted on 100 Muslim respondents, including students, job holders, and homemakers, using a non-probability convenience sampling technique. These respondents are potential tourists likely to travel without sacrificing their values, aligning with the study's focus on halal tourism perceptions.

1.5.4 Source of data

Data necessary for conducting this research will be collected from both primary and secondary sources. The Citation style used in the paper is **APA 7th edition**. The sources are given below-

1.5.4.1 Primary Sources

Primary sources are personal experience, informal discussion, survey questionnaire and observation.

1.5.4.2 Secondary Sources

Secondary sources are textbook, journal, websites, articles, brochures, magazines, newspapers.

1.5.5 Data Collection Process

Data collection for the study was done primarily in two ways. First was the face-to-face interviews with the employees of the Bangladesh Tourism board regarding the information that is internal to the Bangladesh Tourism Board. A questionnaire was also used to collect data from the general population regarding the customer perception aspect of the study.

1.5.6 Data Analysis Techniques

To analyse the response from the questionnaire survey, I used MS Word, MS Excel, Google Sheets and other computer software related to data analysis.

1.5.7 Data Collection Instruments

The questionnaire that was developed to collect the response of the general population regarding the customer perception aspect of the study is attached in the appendix part of the report.

1.6 Limitation of the Study:

It's not easy to write a report on a topic like this in a short amount of time. The Study's Limitations Many limitations and roadblocks to moving forward have been encountered in preparing this study. Despite this, I was able to bring up the best within my access constraints. The most common restrictions I encountered were:

- A lack of prior understanding about producing such a report
- The possibility of not receiving adequate information about the company's management
- A lack of ability to make suitable references

- A lack of prior expertise with questionnaire surveys
- There was not enough time to learn about all of the different tourism sectors' activities.

CHAPTER 2
ORGANIZATIONAL PROFILE
BANGLADESH TOURISM BOARD (BTB)

2.1 Introduction to Bangladesh Tourism Board

The Bangladesh Tourism Board (BTB), established in 2010 under the Ministry of Civil Aviation and Tourism (MoCAT), serves as the national tourism organization of Bangladesh. Headquartered at Parjatan Bhaban, Dhaka, BTB is tasked with promoting tourism, formulating policies, and developing human capital to enhance service quality in the tourism sector (Bangladesh Tourism Board, n.d.). Led by a Chief Executive Officer, BTB plays a pivotal role in advancing sustainable tourism, including halal tourism, aligning with national goals for economic growth and Sustainable Development Goals (SDGs) (Tourism Educators' Association of Bangladesh [TEAB], 2021).

2.2 Mission Statement

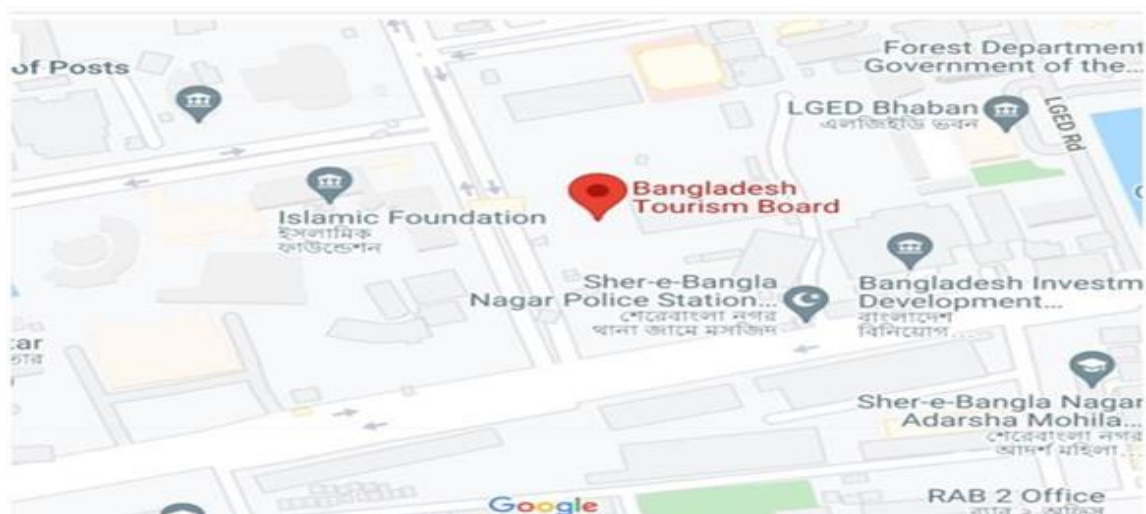
1. Develop world-class tourism products through sustainable planning.
2. Implement effective marketing strategies to promote Bangladesh's tourism offerings.

2.3 Vision Statement

To establish Bangladesh as a leading tourist destination in South Asia.

2.4 Location

BTB is located on Kazi Nazrul Islam Avenue, Dhaka, and ensuring accessibility for stakeholders.



2.5 Logo

The BTB logo features a sailboat, symbolizing Bangladesh's riverine tourism, with red and green colors reflecting national identity and independence (Bangladesh Tourism Board, 2020).

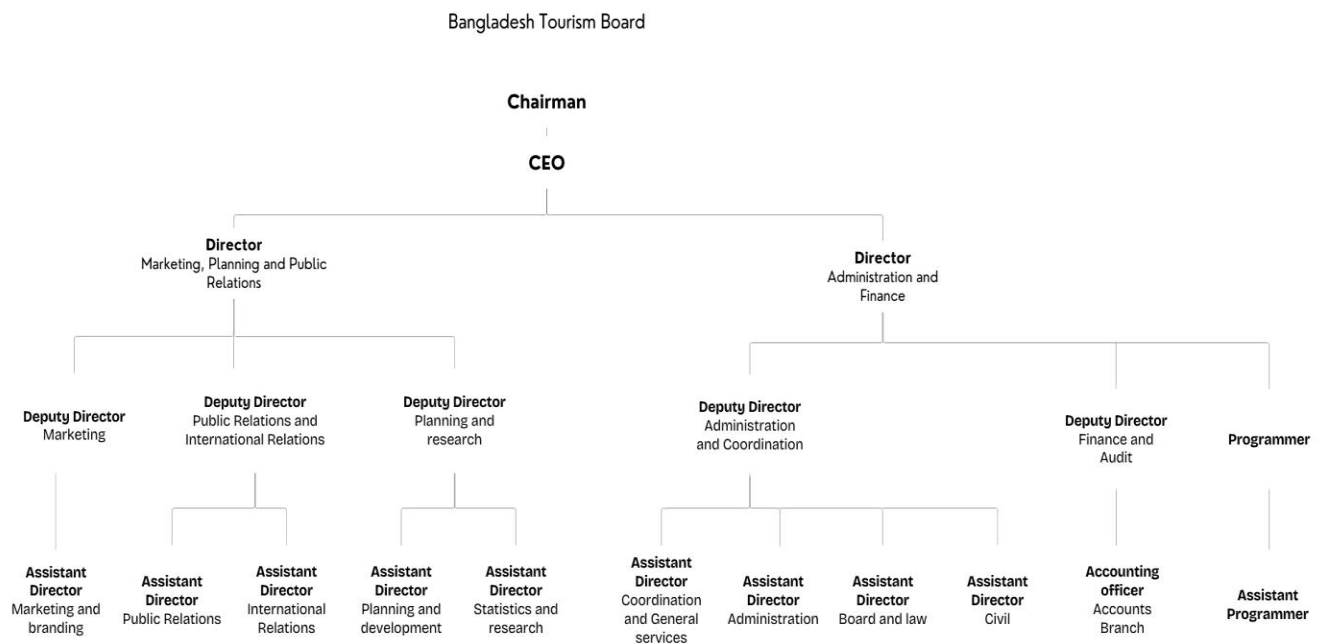


2.6 Main Responsibilities

To foster sustainable tourism development in Bangladesh by promoting halal tourism, enhancing Muslim-friendly services, and building skilled human capital to support cultural and economic growth (TEAB, 2021).

2.7 Organizational Structure

The Bangladesh Tourism Board operates under a structured hierarchy led by the Chairman and Chief Executive Officer (CEO). The CEO oversees key directorates, including the Director of Marketing, Planning and Public Relations, and the Director of Administration and Finance. Under these directors, Deputy Directors manage specialized functions such as Public Relations and International Relations, Marketing, Planning and Research, Finance and Audit, and Administration and Coordination (Bangladesh Tourism Board, 2025). Assistant Directors support these roles in areas such as Marketing and Branding, Public Relations, International Relations, Planning and Development, Coordination and General Services, Statistics and Research, Civil Affairs, Accounting, Legal Affairs, and Administration. Technical roles such as Programmers and Assistant Programmers, along with Accounting Officers, further support operational efficiency. This structure ensures effective policy implementation, marketing, research, financial management, and stakeholder coordination to achieve BTB's mission and vision.



2.8 Key Milestones

- **2010:** Establishment as a legislative authority.
- **2021:** Launched national tourism campaign “Beautiful Bangladesh.”
- **2022:** Publication of the Halal Tourism Guideline 2022 to standardize Muslim-friendly tourism services.
- **2023:** Partnered with international agencies to promote eco-tourism and cultural heritage (Bangladesh Tourism Board, 2023).

CHAPTER 3

LITERATURE REVIEW

3.1 Definition of Halal Tourism

The *Halal Tourism Guideline 2022* by the Bangladesh Tourism Board (BTB) defines halal tourism as “tourism activities compliant with Islamic Sharia, designed to meet the needs of Muslim travelers through services like halal food, prayer facilities, and gender-segregated amenities” (Bangladesh Tourism Board [BTB], 2022). Halal, meaning permissible, contrasts with haram, or prohibited, under Islamic law. Similarly, Prayag (2020) describes halal tourism as a Sharia-based travel experience, noting definitional ambiguity due to interchangeable terms like “Islamic tourism” and “Sharia tourism” (Battour & Ismail, 2016). Both sources emphasize catering to Muslim tourists’ spiritual and cultural preferences, but there are inconsistent interpretations across Muslim and non-Muslim countries (Bhuiyan & Darda, 2018). Halal tourism is a niche market, driven by a global Muslim population of 1.9 billion (BTB, 2022; CrescentRating, 2017).

3.2 Halal Tourism Practices

The BTB guideline mandates comprehensive halal tourism practices, including prayer rooms with Qibla indicators, prayer mats, and wudu facilities in hotels, restaurants, airports, and recreational sites (BTB, 2022). Halal food must exclude haram items (e.g., pork, alcohol) and be prepared in contamination-free environments, while accommodations require prayer rugs, bidets, and Ramadan meal schedules (BTB, 2022; Sucipto, 2021). Transportation and tour packages must offer halal meals and Islamic-themed itineraries, avoiding haram activities (BTB, 2022). Halal practices vary globally, with non-Muslim countries adapting services like halal food and prayer spaces for Muslim tourists, but often lack consistency (Battour & Ismail, 2016; Prayag, 2020). These practices aim to ensure a Sharia-compliant travel experience, enhancing tourist satisfaction (Perguna et al., 2021).

3.3 Prospects of Halal Tourism

The BTB guideline highlights Bangladesh’s prospects as a halal tourism destination, leveraging its 89% Muslim population and Islamic heritage, including 205 halal attractions (20% of total), such as mosques and shrines (Bhuiyan & Darda, 2018; BTB, 2022). The Biswa Ijtema, attracting 5 million Muslims annually, enhances its global appeal (Bhuiyan & Darda, 2018). The global Muslim tourism market, valued at USD 142 billion in 2014 and projected to reach USD 200 billion

by 2020, shows massive potential (BTB, 2022; Dinar Standard, 2016). The BTB guideline proposes exclusive halal tourism zones and virtual reality promotions to attract tourists (BTB, 2022). Digital platforms, such as halal-focused social media, can enhance visibility to customers (Prayag, 2020; Ainin et al., 2020). These prospects position Bangladesh to compete with established destinations like Malaysia (Battour & Ismail, 2016).

3.4 Challenges of Halal Tourism

The development of halal tourism faces several challenges across different regions with similar demographics, including Bangladesh and East Java, Indonesia. In Bangladesh, Bhuiyan and Darda (2018) highlights the lack of Shariah-compliant infrastructure, with most accommodations not adhering to Shariah-based operational systems, posing a significant barrier to attracting Muslim tourists. Tour operators in Bangladesh often fail to offer Muslim-friendly packages that include halal food, prayer facilities, and Muslim tour guides. Additionally, visa complexities for foreign tourists, insufficient media promotion, and limited awareness among tourism professionals further hinder progress (Bhuiyan & Darda, 2018). In East Java, Priyono (2018) identifies challenges such as inadequate promotion and branding of halal tourism, a shortage of certified Shariah-compliant hotels, and a lack of human resources specialized in halal tourism. Nationally, only 37 out of 9,812 hotels in Indonesia are MUI-certified Shariah hotels, with high investment costs cited as a barrier (Priyono, 2018). In Malaysia, the halal logistics sector, critical to supporting halal tourism, faces issues like inconsistent halal definitions, lack of enforcement authority, and insufficient collaboration between industry players and certification bodies like JAKIM (Talib & Hamid, 2014). These challenges collectively underscore the need for standardized halal practices, enhanced promotion, and improved coordination to ensure the integrity of halal tourism services.

3.5 Opportunities for Halal Tourism

Bangladesh and East Java present significant opportunities for halal tourism due to their large Muslim populations and rich Islamic heritage. In Bangladesh, with 89% of its population adhering to Islam, the country hosts the Biswa Ijtema, the second-largest annual Muslim gathering, alongside numerous Islamic archaeological sites, mosques, and shrines (Bhuiyan & Darda, 2018). The global Muslim travel market, valued at USD 151 billion in 2014 and projected to reach USD

200 billion by 2020, offers Bangladesh a chance to capture a growing market segment (Dinar Standard, 2016). Similarly, East Java's diverse tourism offerings, including religious sites tied to the Wali Songo, natural attractions like Bromo-Tengger-Semeru, and cultural festivals, position it as a key halal tourism destination (Priyono, 2018). Government support, such as Indonesia's designation of East Java as one of 13 priority halal tourism provinces, and the presence of certification bodies like DSN-MUI and Yayasan Halalan Thoyyiban Indonesia, further bolster opportunities (Priyono, 2018). In Malaysia, the growing global Muslim population, projected to reach 2.2 billion by 2030, and the ASEAN Free Trade Area (AFTA) enhance the potential for halal tourism and logistics expansion (Grim & Karim, 2011, cited in Talib & Hamid, 2014). International recognition, such as Indonesia's 12 awards at the 2016 World Halal Tourism Awards, highlights the global appeal of its halal tourism offerings (National Geographic Indonesia, 2016, cited in Priyono, 2018). These demographic, economic, and policy-driven factors create a robust foundation for halal tourism development.

3.6 Products of Halal Tourism

Halal tourism products encompass Shariah-compliant services and facilities tailored to Muslim tourists' needs. In Bangladesh, these include visits to historic mosques, Islamic monuments, and shrines, as well as halal food and prayer facilities at tourism sites. Bhuiyan and Darda (2018) suggest developing halal tour packages combining religious events like Ramadan and Eid-ul-Fitr with visits to natural attractions like the Sundarbans and Cox's Bazar. In East Java, halal tourism products range from religious tourism, such as visits to historical mosques and Wali Songo pilgrimage sites, to natural attractions like beaches, waterfalls, and cultural festivals (Priyono, 2018). The province's infrastructure, including transportation networks and halal-certified accommodations, supports these offerings. Malaysia's halal tourism is enhanced by its robust halal logistics framework, ensuring the availability of certified halal food and products through dedicated warehousing, transportation, and ritual cleansing services (Talib & Hamid, 2014). JAKIM's halal certification logo boosts consumer confidence in Malaysia's halal tourism products. Additionally, Priyono (2018) proposes innovative products like IoT-based multiplatform information systems and a "Khazanah East Java" branding initiative to promote East Java's halal tourism, alongside creative halal culinary products that preserve local authenticity. These products cater to the spiritual, cultural, and practical needs of Muslim tourists across diverse destinations.

3.7 Practices of Halal Tourism in Bangladesh

In Bangladesh, halal tourism practices are nascent but supported by widespread halal food availability due to its Muslim-majority population (BTB, 2022; Bhuiyan & Darda, 2018). The BTB guideline mandates standardized practices, including Qibla-marked guest rooms, wudu facilities, and Ramadan schedules, but notes gaps in smaller establishments (BTB, 2022). Marketing initiatives, such as social media campaigns and international travel events, aim to promote Bangladesh as a halal tourism hub (BTB, 2022). It is needed to study Bangladesh-specific practices, particularly for diverse groups like students or women travelers, to address infrastructure deficits (Sucipto, 2021). Digital platforms' play crucial role in enhancing local practices like, halal-tourism-related tweets, Facebook posts about non-Muslim countries outnumber those about Muslim ones, which Bangladesh could leverage online presence (Ainin et al., 2020). Inclusive practices like zakat for travelers, complementing the guideline's community-focused approach (BTB, 2022).

CHAPTER 4

ANALYSIS OF HALAL TOURISM IN BANGLADESH

4.1 SWOT Analysis of Halal Tourism

The SWOT analysis is based on a survey of 100 Muslim respondents (62% aged 18–25, 36% aged 26–35, 70% male, 84% recent travelers in Bangladesh). The analysis draws from respondents' perceptions, experiences, and identified SWOT elements, focusing on halal food, prayer/wudu facilities, and gender-segregated amenities, as outlined in Table 1.

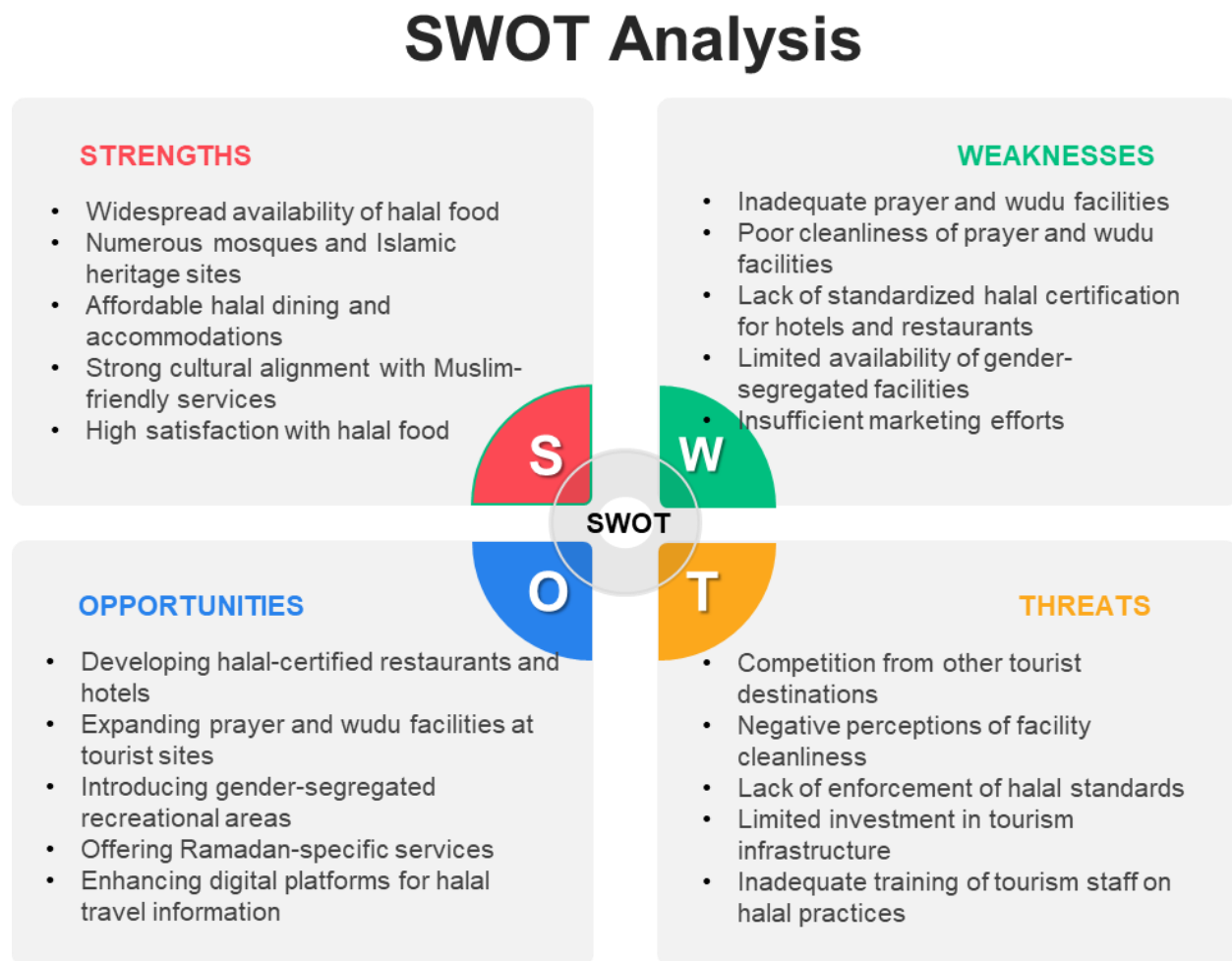


Table 1: SWOT Analysis of Halal Tourism in Bangladesh

4.1.1 Strengths

Bangladesh's halal tourism benefits from a robust foundation, primarily due to its Muslim-majority population. The survey reveals that 77.1% of respondents recognize widespread halal food availability as a key strength, with 77.1% expressing satisfaction or high satisfaction with halal food at tourist destinations. The presence of numerous mosques and Islamic heritage sites, noted by 71.4%, enhances Bangladesh's appeal as a halal-friendly destination. Affordable halal dining and accommodations, valued by 65.7%, make travel accessible to Muslim tourists. Additionally, 62.9% of respondents highlight cultural alignment with Muslim-friendly services, supported by 97.1% agreeing or strongly agreeing that halal food is essential when choosing destinations. These strengths align with the Halal Tourism Guideline 2022's emphasis on leveraging Bangladesh's Islamic heritage and halal food availability.

4.1.2 Weaknesses

Despite its potential, halal tourism in Bangladesh faces significant infrastructural and operational weaknesses. Inadequate prayer and wudu facilities are a major concern, cited by 60% of respondents, with 51.4% noting insufficient prayer facilities and 45.7% reporting a lack of wudu facilities. Poor cleanliness of these facilities, highlighted by 60%, is reflected in 17.1% dissatisfaction with wudu facilities and 5.7% with prayer facilities. The absence of standardized halal certification for hotels and restaurants, noted by 57.1%, undermines trust in halal offerings. Limited gender-segregated facilities, cited by 57.1%, result in 17.2% dissatisfaction, particularly among female respondents (28.6% of the sample). Insufficient marketing, mentioned by 34.3%, is evident as only 51.4% rate current efforts as effective or very effective. These gaps highlight areas where Bangladesh falls short of the Halal Tourism Guideline 2022's standards.

4.1.3 Opportunities

The survey identifies several opportunities to enhance halal tourism, aligning with respondents' preferences. Developing halal-certified restaurants and hotels is a priority for 62.9%, addressing the certification gap. Expanding prayer and wudu facilities at tourist sites, desired by 51.4%, would improve satisfaction, given 97.1% consider these facilities essential. Introducing gender-segregated recreational areas, supported by 51.4%, caters to 94.3% who value such facilities. Offering Ramadan-specific services, favored by 40%, aligns with 91.4% valuing Ramadan meal

schedules. Enhancing digital platforms for halal travel information, supported by 34.3% and 91.4% willing to use such tools, offers a modern approach to promotion. These opportunities reflect the Halal Tourism Guideline 2022's focus on infrastructure development and digital marketing.

4.1.4 Threats or Challenges

Halal tourism in Bangladesh faces external and internal threats that could hinder growth. Competition from destinations with better halal facilities, cited by 60%, poses a significant challenge, as countries like Malaysia offer more developed infrastructure. Negative perceptions of facility cleanliness, noted by 60%, align with dissatisfaction in wudu 17.1%, and prayer facilities (5.7%). Lack of enforcement of halal standards, reported by 51.4%, undermines credibility, especially given 57.1% concern over certification. Limited investment in prayer and wudu infrastructure, mentioned by 48.6%, restricts scalability. Inadequate training of tourism staff, noted by 40%, affects service quality. These threats highlight the need for alignment with the Halal Tourism Guideline 2022's emphasis on standardization and training.

4.2 Review of Halal Tourism Guideline 2022

The Halal Tourism Guideline 2022 by the Bangladesh Tourism Board (BTB) provides a comprehensive framework for developing Muslim-friendly tourism, emphasizing halal food, prayer/wudu facilities, and gender-segregated amenities. The guideline mandates clean prayer rooms with Qibla indicators, wudu facilities with bidets, and halal food free from haram items (e.g., pork, alcohol) across hotels, restaurants, and transport hubs. The survey data supports the guideline's relevance, with 97.1% of respondents agreeing or strongly agreeing that halal food, prayer facilities, and wudu facilities are essential. However, implementation gaps are evident: 60% of respondents report inadequate prayer and wudu facilities, and 17.1% are dissatisfied with wudu facility cleanliness. The guidelines call for gender-segregated recreational facilities is echoed by 94.3% valuing such amenities, yet 17.2% express dissatisfaction with their availability. The guideline's push for digital platforms aligns with 91.4% of respondents willing to use apps for halal tourism information, with 34.3% seeing enhanced digital platforms as an opportunity. Marketing recommendations, such as social media campaigns and travel influence collaborations, are supported by 77.1% of respondents favoring these strategies. However, only 51.4% find current marketing effective, suggesting a gap in executing the guideline's promotional strategies. Overall,

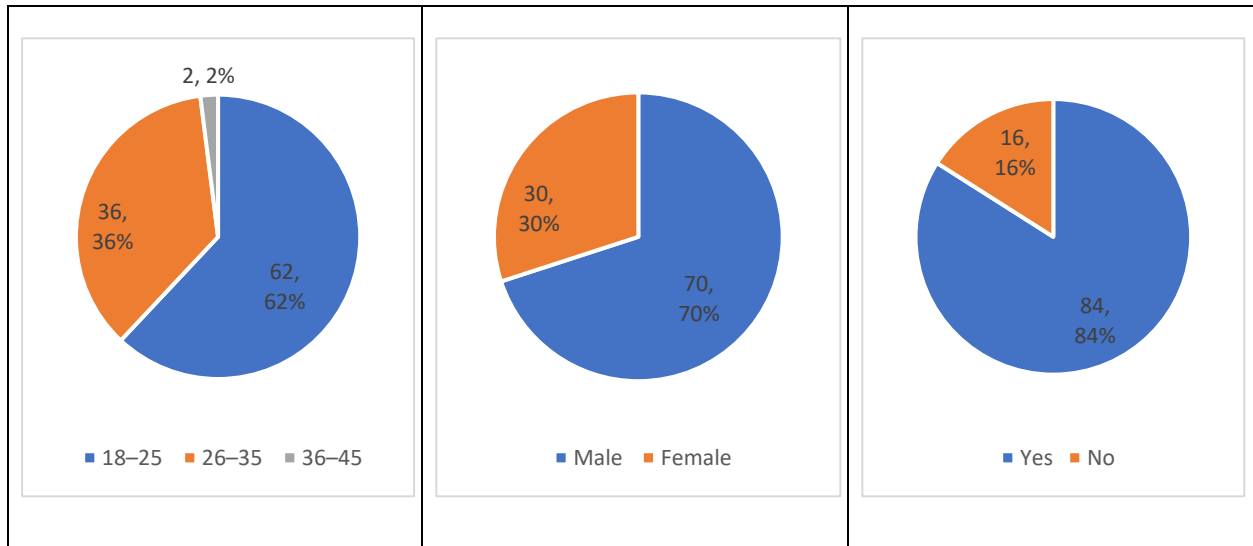
while the guideline sets a strong foundation, survey data indicates a need for improved infrastructure and enforcement to meet Muslim tourists' expectations.

4.3 Comprehensive Analysis of Halal Tourism in Bangladesh

This section provides a detailed analysis of the survey data collected from 100 Muslim respondents. The respondents, primarily young (62% aged 18–25, 36% aged 26–35, 2% aged 36–45), mostly male (70%), and frequent travelers (84% traveled in Bangladesh recently), all Bangladeshi nationals, completed a questionnaire assessing halal tourism in Bangladesh. The survey is divided into sections: Demographics, Perceptions/Preferences, Experiences/Satisfaction, Challenges, Marketing/Digital Tools, and SWOT Elements (covered in Section 4.1). The analysis is structured to support graph generation (e.g., bar charts for satisfaction, pie charts for preferences) to visualize trends in halal food, prayer/wudu facilities, gender-segregated amenities, and marketing, aligning with the Halal Tourism Guideline 2022's objectives.

4.3.1 Demographics

The survey's demographic profile provides context for respondents' perspectives. For Age, 62% are aged 18–25, 36% are aged 26–35, and 2% are aged 36–45, indicating a predominantly young sample. This distribution can be visualized using a pie chart to highlight the youth-dominated respondent base. Gender shows 70% male and 30% female, suitable for a pie chart to illustrate the gender imbalance. Nationality is uniformly Bangladeshi (100%), so no graph is needed due to lack of variation. Travel frequency reveals 84% traveled in Bangladesh within the past year, while 16% did not, ideal for a bar chart to show respondents' travel engagement. These demographic insights suggest a young, mostly male, and travel-experienced sample, shaping their halal tourism expectations.

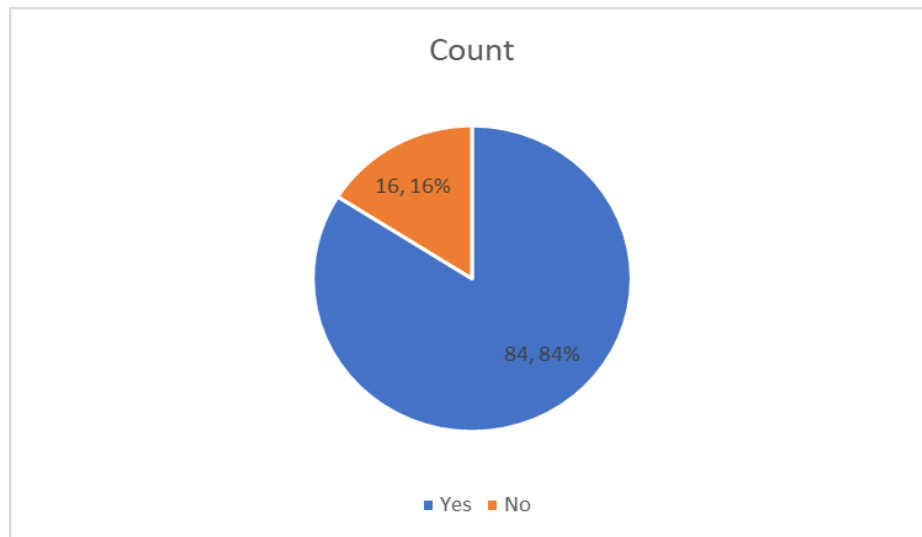


Q 1. Age

Q 2. Gender

**Q 3. Respondents
Travelling in the Last 2
years**

Q4. Have you traveled within Bangladesh in the past 2 years?

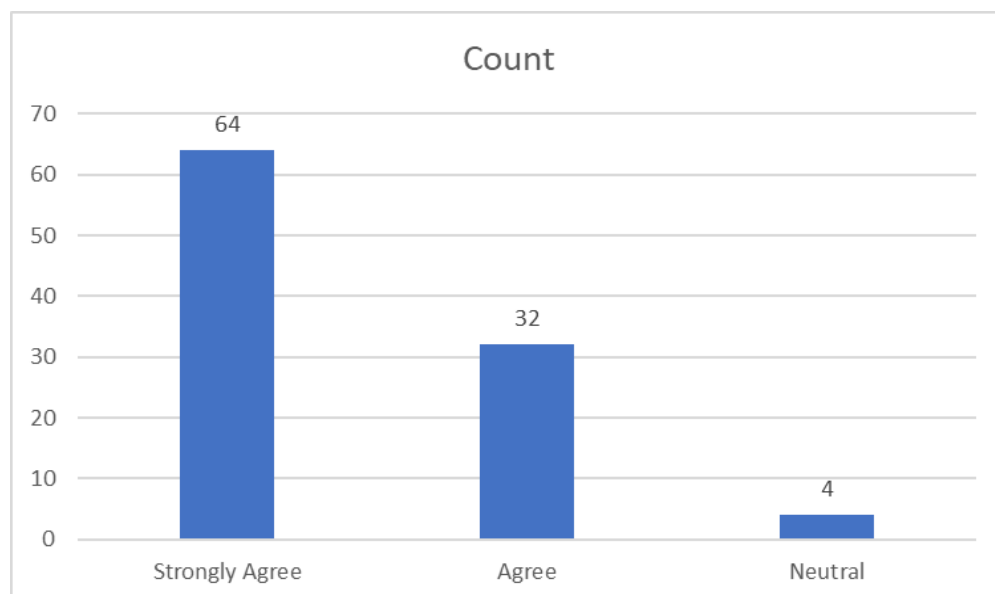


4.3.2 Perceptions and Preferences

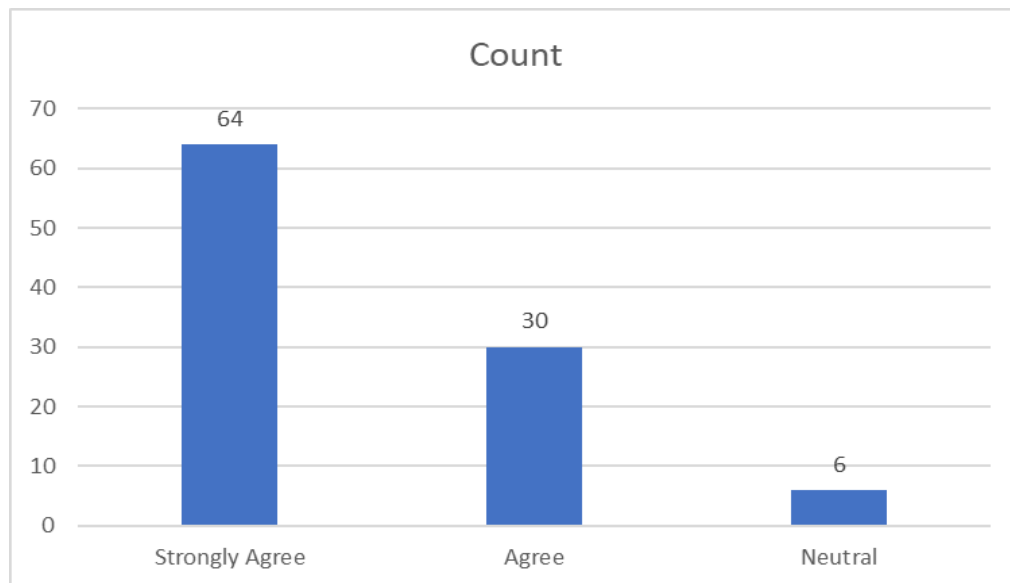
Respondents' perceptions highlight the critical factors influencing halal tourism choices. For halal food importance, 62% strongly agree and 32% agree and 4% neutral it is essential, totaling a 100% positive response, suitable for a stacked bar chart showing agreement levels. Halal food availability

is essential, 62% strongly agree and 32% agree and 4% neutral ideal for bar charts emphasizing near-universal demand. Prayer facilities and wudu facilities are deemed essential by 64% strongly agree and 30% agree and 6% neutral, ideal for bar charts emphasizing near-universal demand. Gender-segregated facilities are valued by 62% strongly agree and 34% agree and 4% neutral, also suitable for a bar chart. Privacy is important to 91.4%, Muslim-friendly services to 94.3% , and Qibla indicators to 94.3%, each fitting for pie charts to show high priority. An alcohol-free environment is preferred by 88.6%, halal-certified restaurants by 91.4%, and halal-certified hotels by 88.6%, all suitable for pie charts. Ramadan sehri/iftar schedules are valued by 91.4%, Islamic heritage sites by 85.7%, and cultural alignment with Muslim values by 88.6%, each appropriate for pie charts or a grouped bar chart comparing importance across factors. The high agreement (85.7%–100%) underscores the guideline’s relevance, with graphs visualizing the strong demand for halal-compliant amenities.

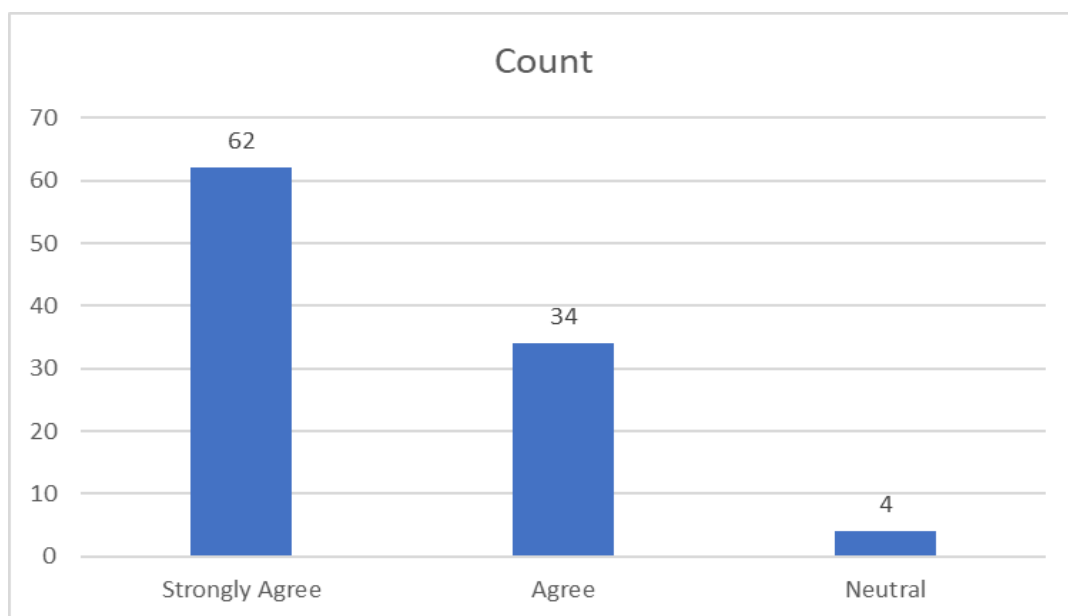
Q5. Halal food availability is essential when choosing a travel destination in Bangladesh.



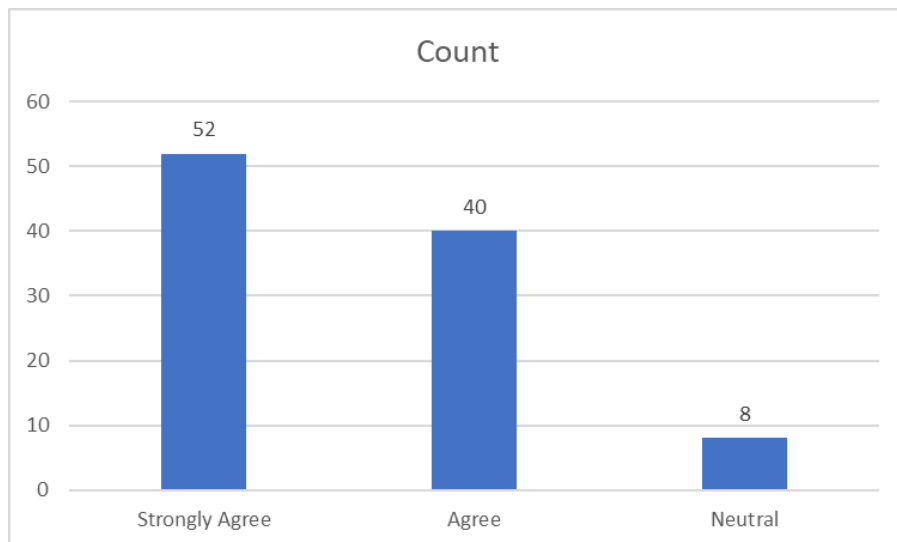
Q6. Prayer facilities (e.g., clean, ventilated prayer rooms with clear Qibla indicators and prayer time schedules) are essential at tourist sites.



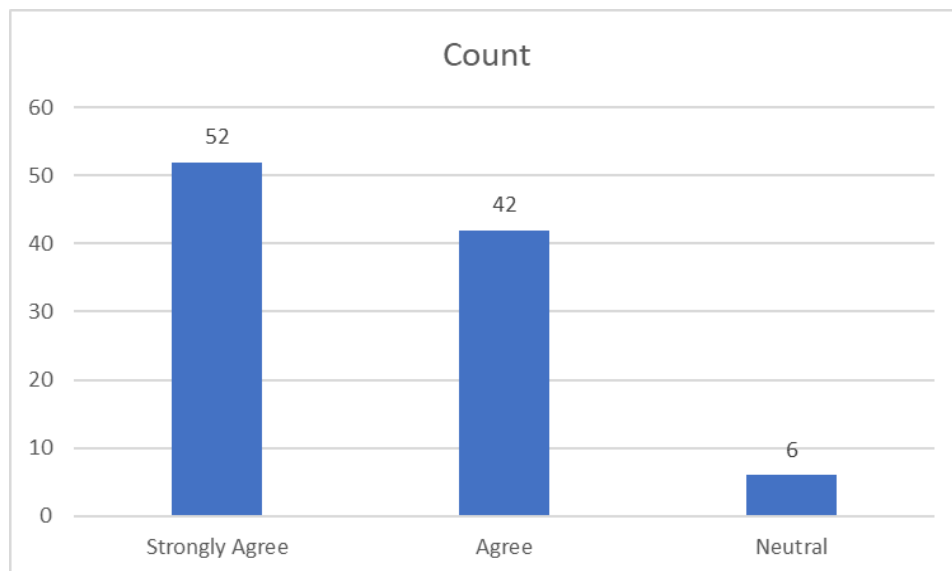
Q7. Wudu facilities (e.g., clean, accessible areas with water hoses or bidets, adjacent to prayer rooms) are crucial at tourist sites.



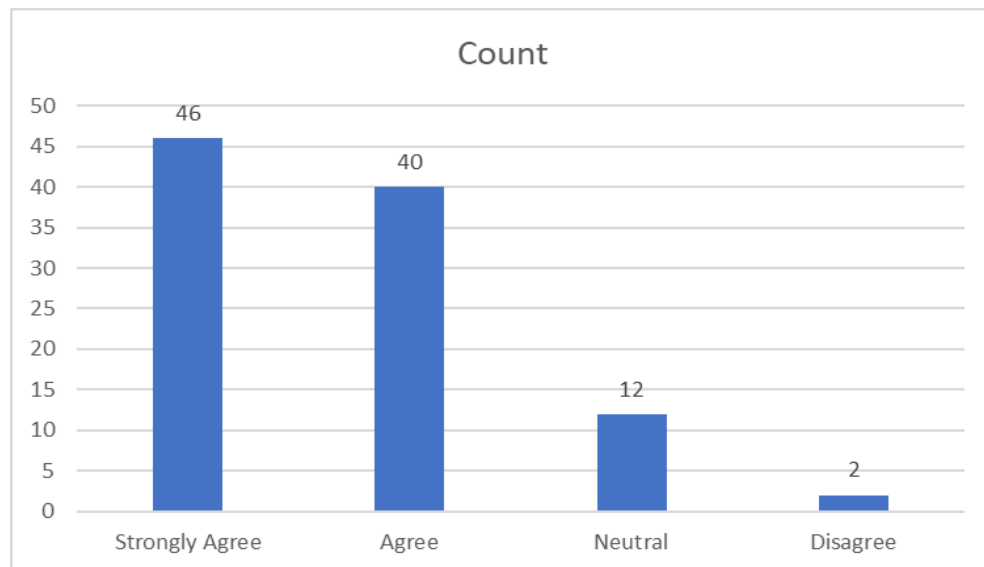
Q8. Gender-segregated facilities (e.g., swimming pools, beaches) are important for my travel comfort.



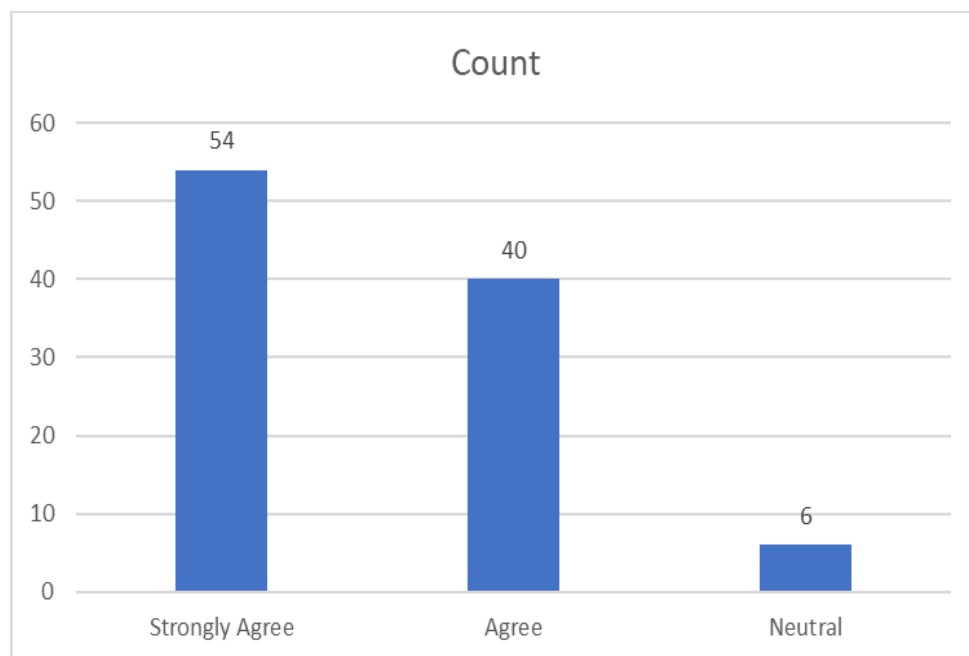
Q9. Accommodations with clean, Muslim-friendly washrooms (e.g., bidets or water hoses), prayer mats, and clear Qibla indicators are essential.



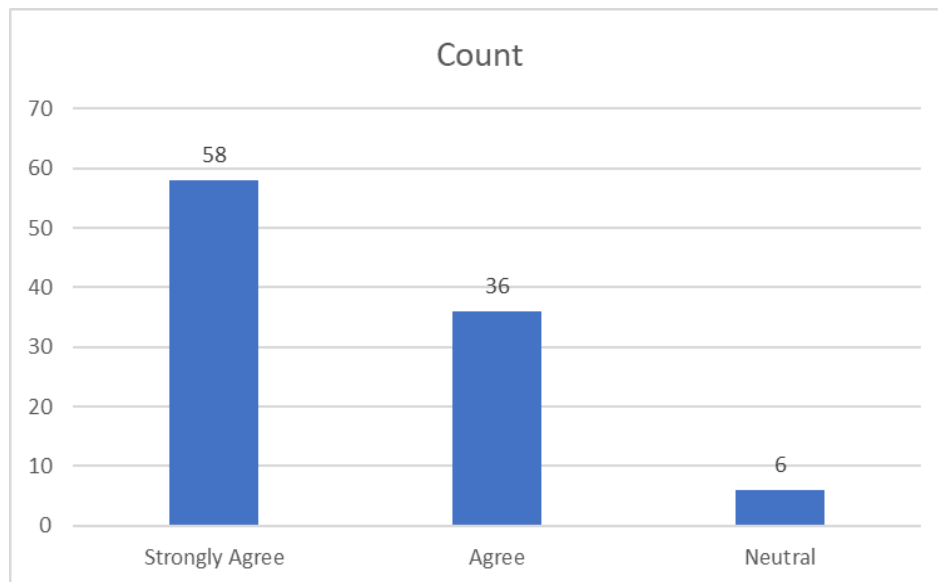
Q10. Hotels should not store alcohol or prohibited substances in guest rooms.



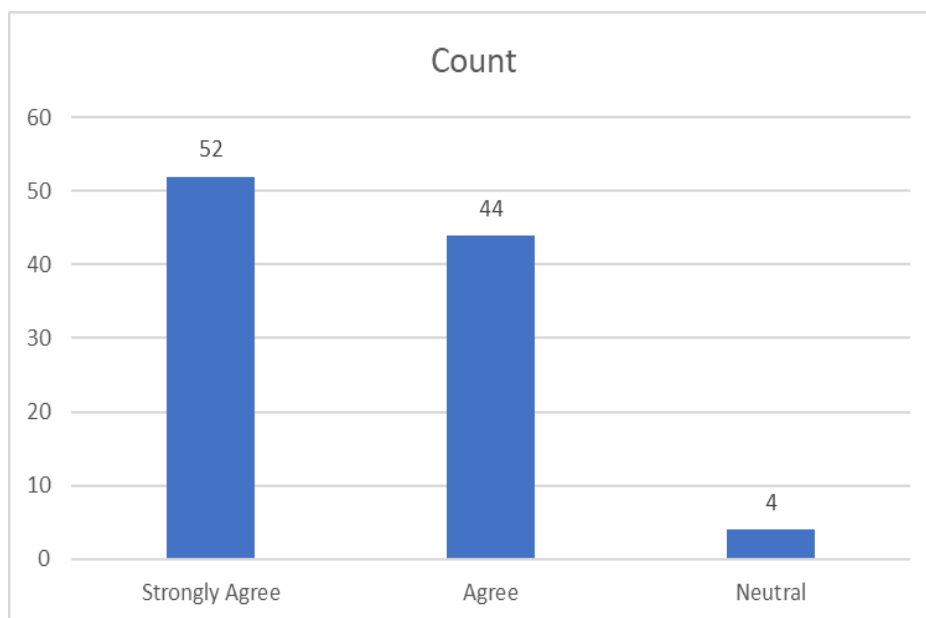
Q11. Halal food and prayer facilities at transport hubs (e.g., airports, bus stations) influence my travel choices.



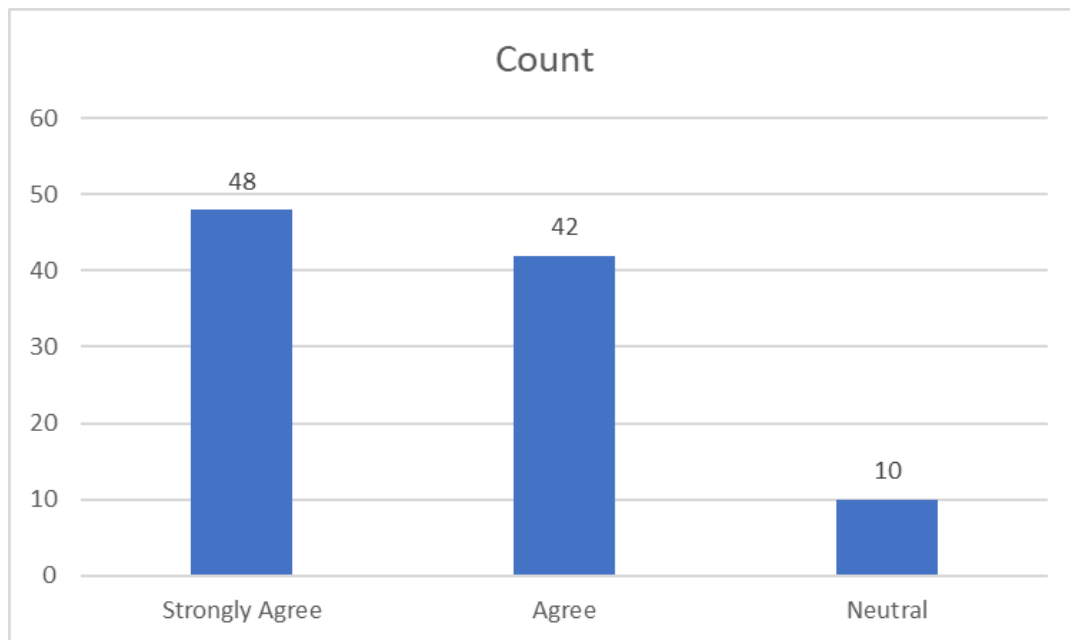
Q12. Clean and Muslim-friendly washrooms with bidet or water hoses should be available.



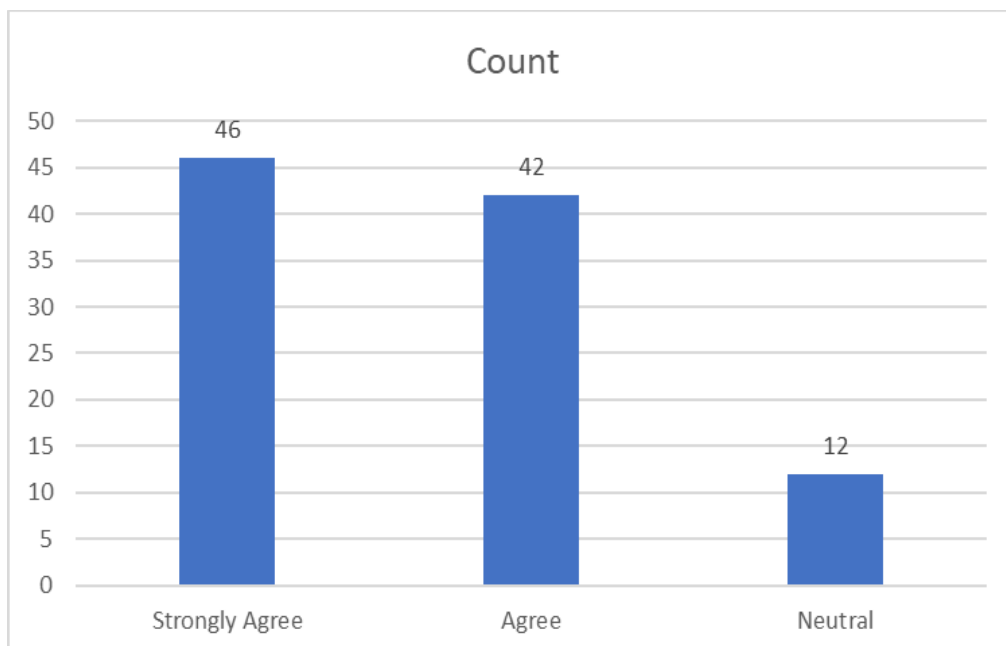
Q13. I value accommodations that provide prayer mats and clear Qibla indicators in rooms.



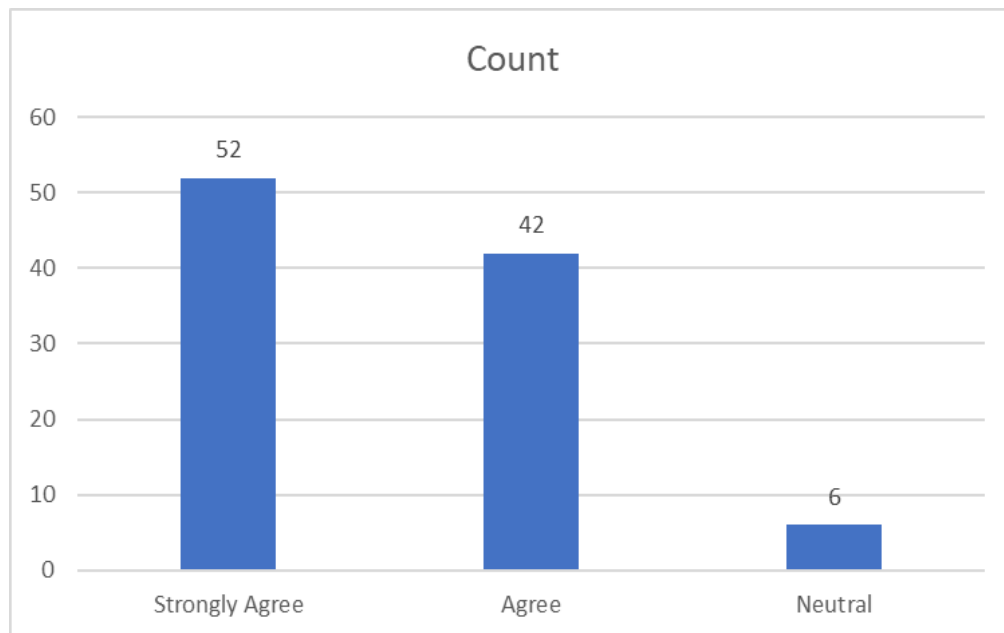
Q14. It is important that hotels do not store alcohol or prohibited substances in guest rooms.



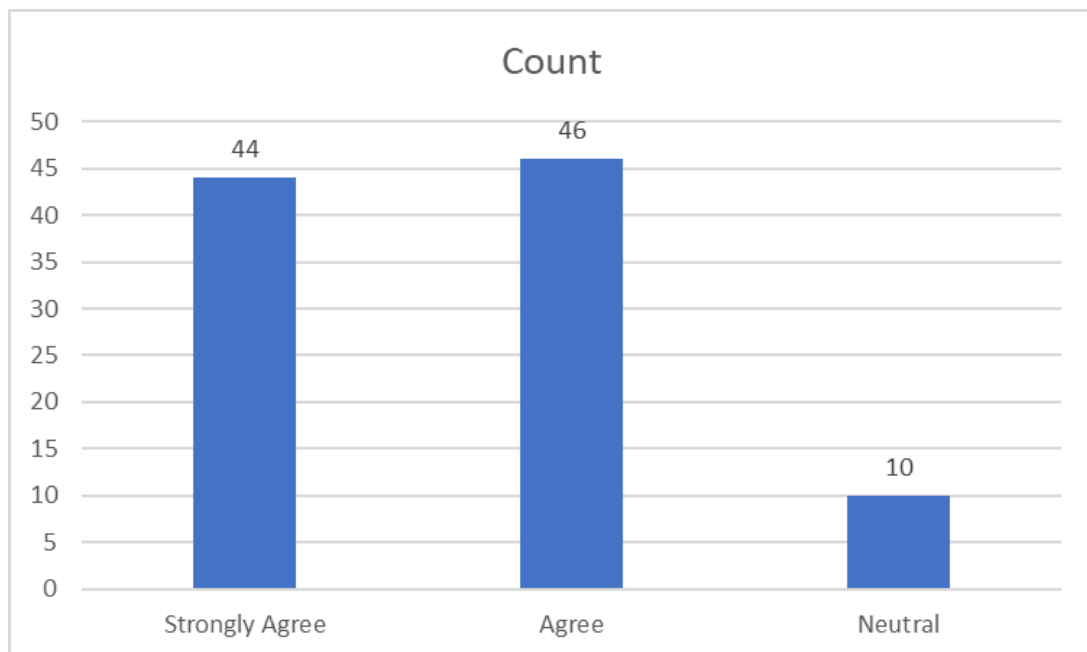
Q15. Services catering to Ramadan, such as sehri and iftar meal timings, increase my satisfaction with halal tourism offerings.



Q16. Availability of halal food and prayer facilities on flights and at transport hubs influences my travel choices.



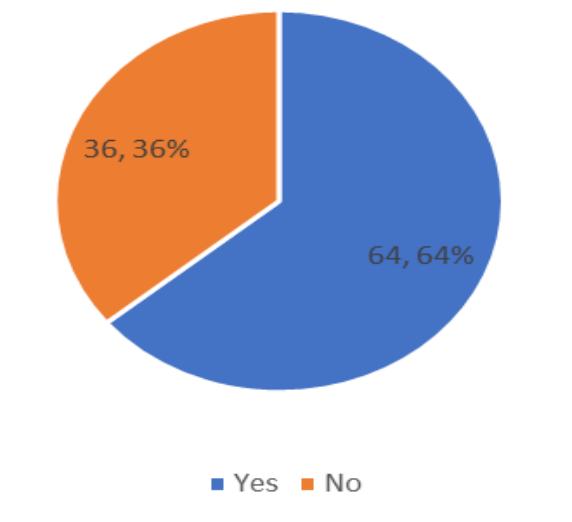
Q17. Islamic-themed entertainment and observance of modest dress codes in hotels make me feel more comfortable.



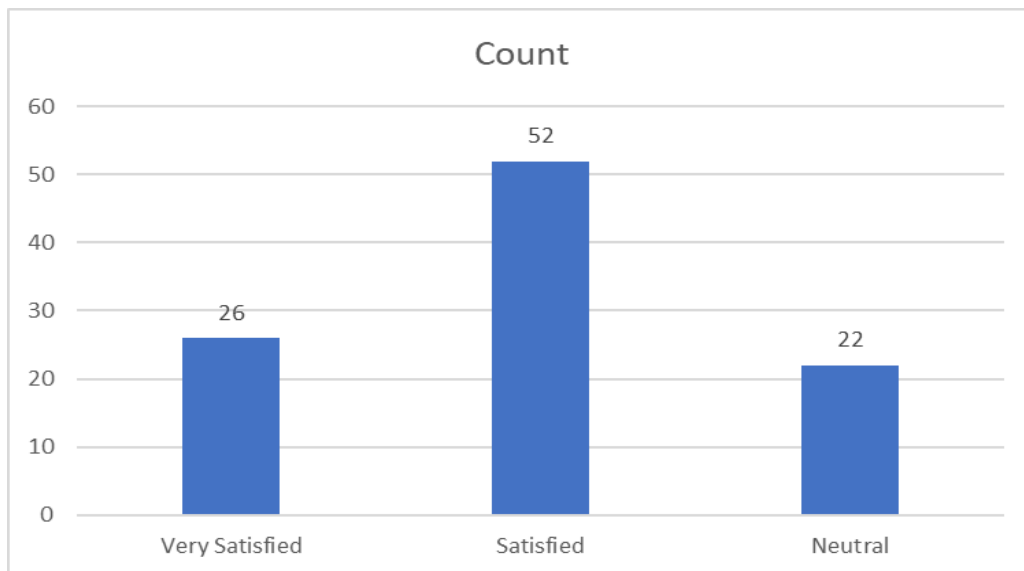
4.3.3 Experience and Satisfaction

Satisfaction levels reflect respondents' experiences with halal tourism services. Overall satisfaction with Muslim-friendly services shows 28.6% very satisfied, 45.7% satisfied, and 25.7% neutral, suitable for a bar chart to display the generally positive but moderate response. Halal food satisfaction is high, with 31.4% very satisfied, 45.7% satisfied, and 22.9% neutral, ideal for a bar chart highlighting strong approval (77.1% satisfied or better). Prayer facility satisfaction includes 25.7% very satisfied, 48.6% satisfied, 20% neutral, and 5.7% dissatisfied, suitable for a bar chart showing mostly positive but some dissatisfaction. Wudu facility satisfaction is lower, with 22.9% very satisfied, 37.1% satisfied, 22.9% neutral, and 17.1% dissatisfied, ideal for a bar chart emphasizing cleanliness concerns. Gender-segregated facility satisfaction shows 20% very satisfied, 34.3% satisfied, 28.6% neutral, 11.4% dissatisfied, and 5.7% very dissatisfied, suitable for a bar chart highlighting significant dissatisfaction (17.2% dissatisfied or worse), especially among females (28.6% of sample). A grouped bar chart comparing satisfaction levels can visualize varying satisfaction, with wudu and gender-segregated facilities as key pain points.

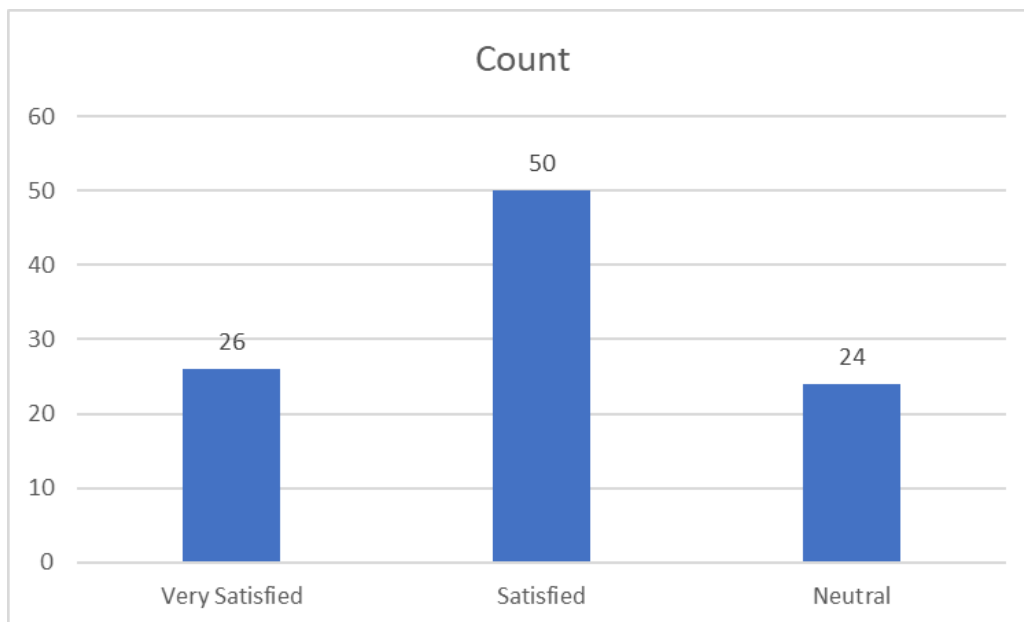
Q18. Have you encountered halal food, prayer, or wudu facilities while traveling in Bangladesh?



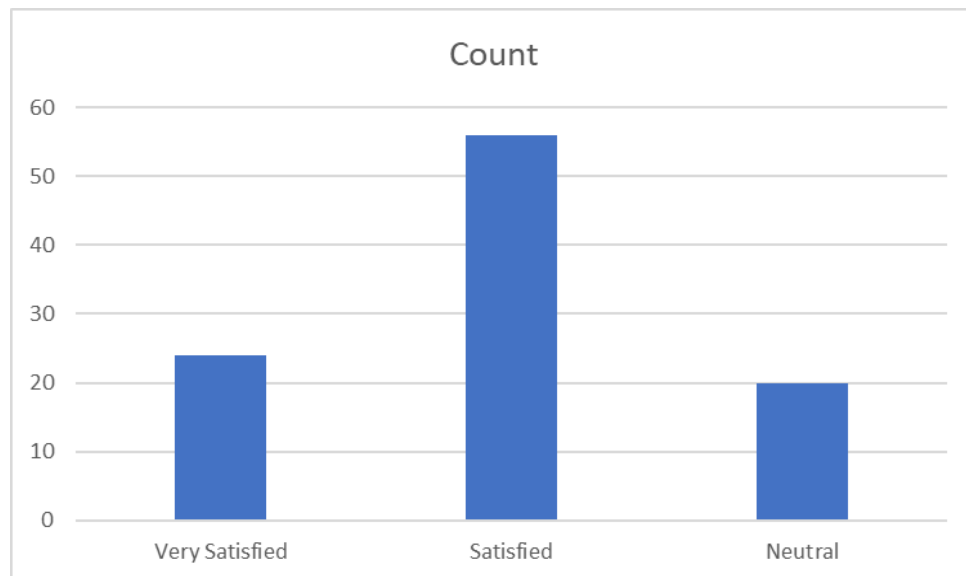
Q19. How satisfied are you with the availability of halal food at tourist destinations?



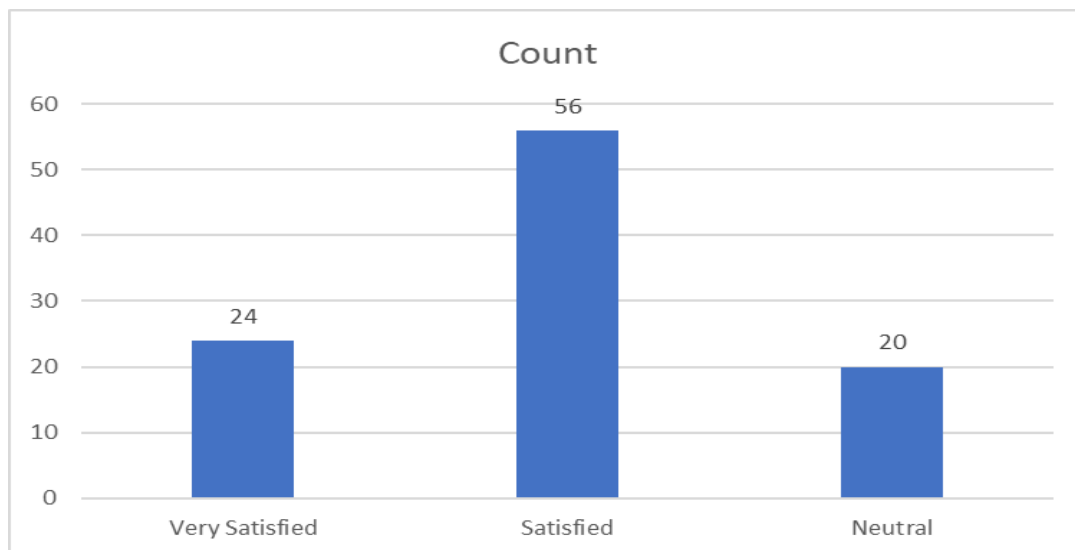
Q20. How satisfied are you with the availability and cleanliness of prayer facilities at tourist sites?



Q21. How satisfied are you with the cleanliness and availability of wudu and washroom facilities?



Q22. How satisfied are you with the availability of gender-segregated facilities at tourist sites?

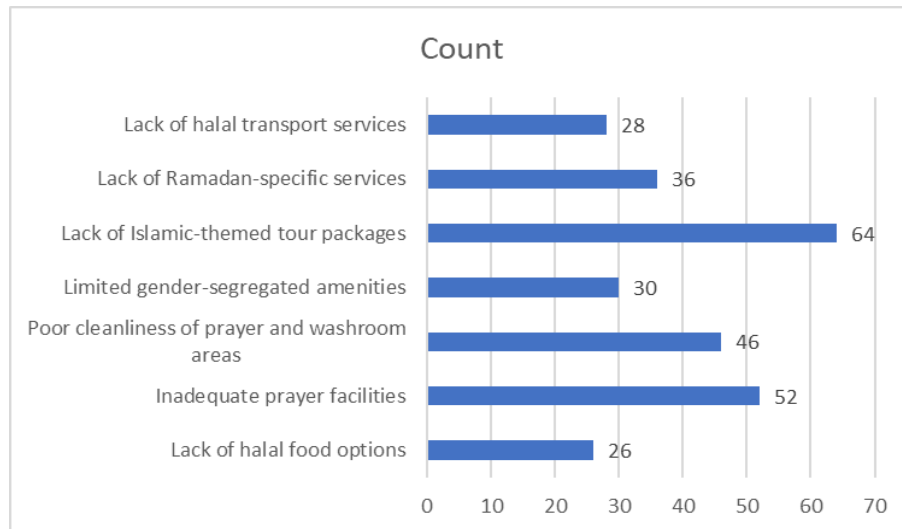


4.3.4 Challenges

Respondents identified several challenges in halal tourism. Inadequate prayer facilities were cited by 51.4%, wudu facility shortages by 45.7%, poor cleanliness by 51.4%, and limited gender-segregated facilities by 48.6%. These high frequencies, suitable for a bar chart, underscore infrastructure deficits as primary barriers, aligning with weaknesses noted in Section 4.1 (e.g., 60%

cite inadequate facilities). Visualizing these challenges can highlight the urgency of addressing facility availability and cleanliness.

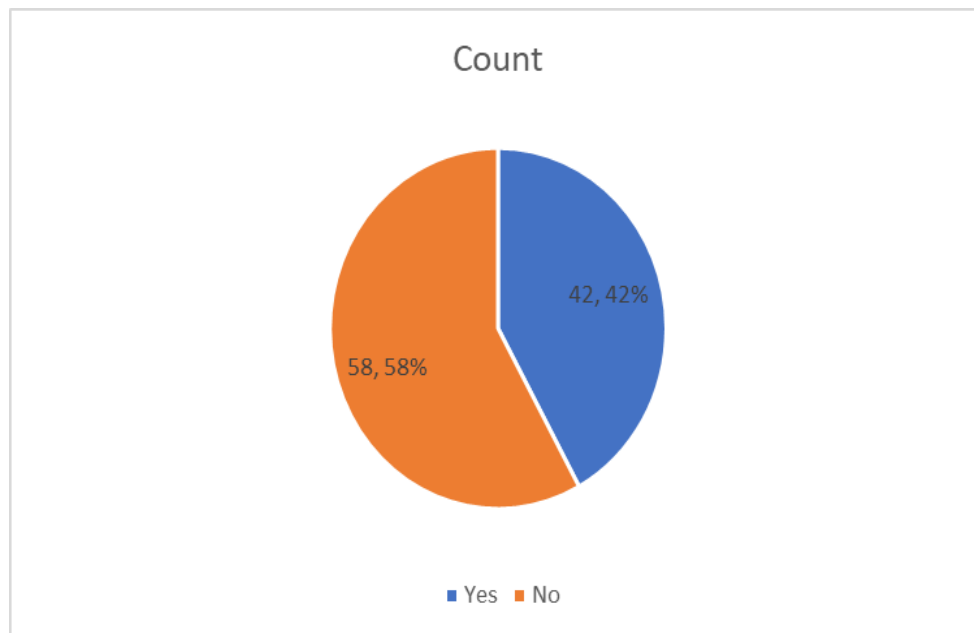
Q23. What challenges have you faced with halal tourism services in Bangladesh?



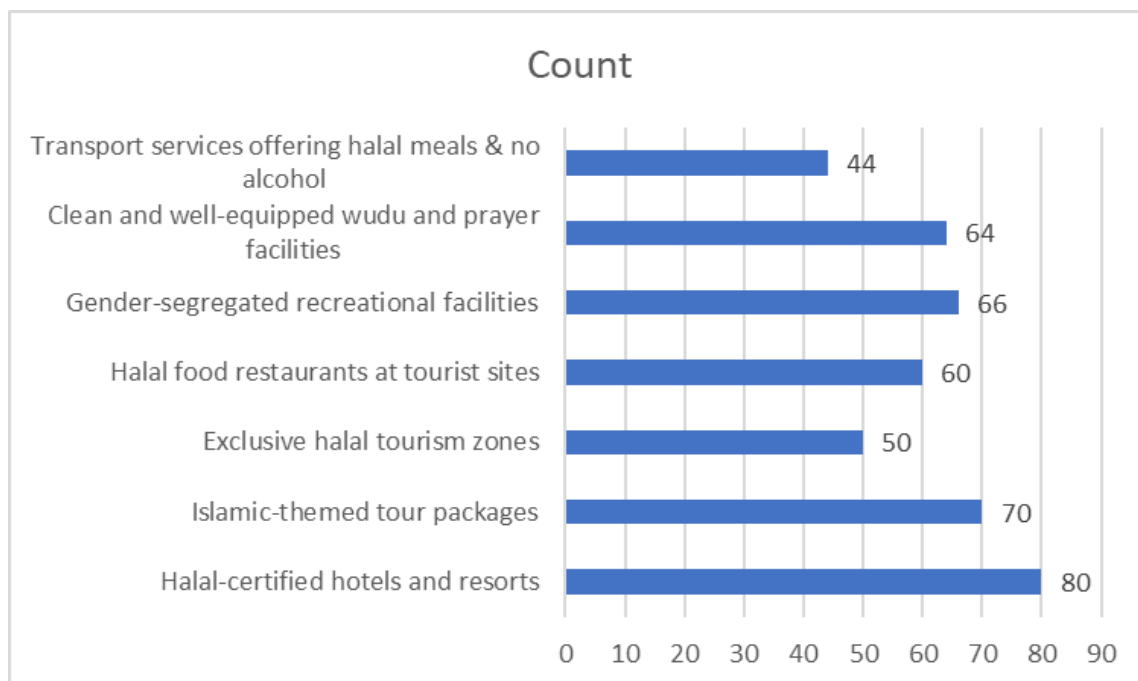
4.3.5 Marketing and Digital Tools

Marketing preferences reveal how respondents engage with halal tourism promotion. Awareness sources include social media for 51.4%, friends/family for 34.3%, and travel agencies for 14.3%, ideal for a pie chart showing social media's dominance. Willingness to use digital apps for halal tourism information is high, with 91.4% willing, suitable for a pie chart. Awareness of halal tourism campaigns is reported by 68.6%, ideal for a pie chart. Preferred promotion channels include social media for 77.1%, influencers for 45.7%, and websites for 34.3%, suitable for a bar chart reflecting multiple selections. Marketing effectiveness shows 17.1% very effective, 34.3% effective, 31.4% neutral, and 17.1% ineffective, ideal for a bar chart indicating moderate success (51.4% effective or better). Social media usage confirms 77.1% learn about halal tourism via platforms like Instagram, suitable for a pie chart. These findings, supporting the guideline's digital marketing focus, can be visualized to emphasize social media's role and the need for improved campaign effectiveness.

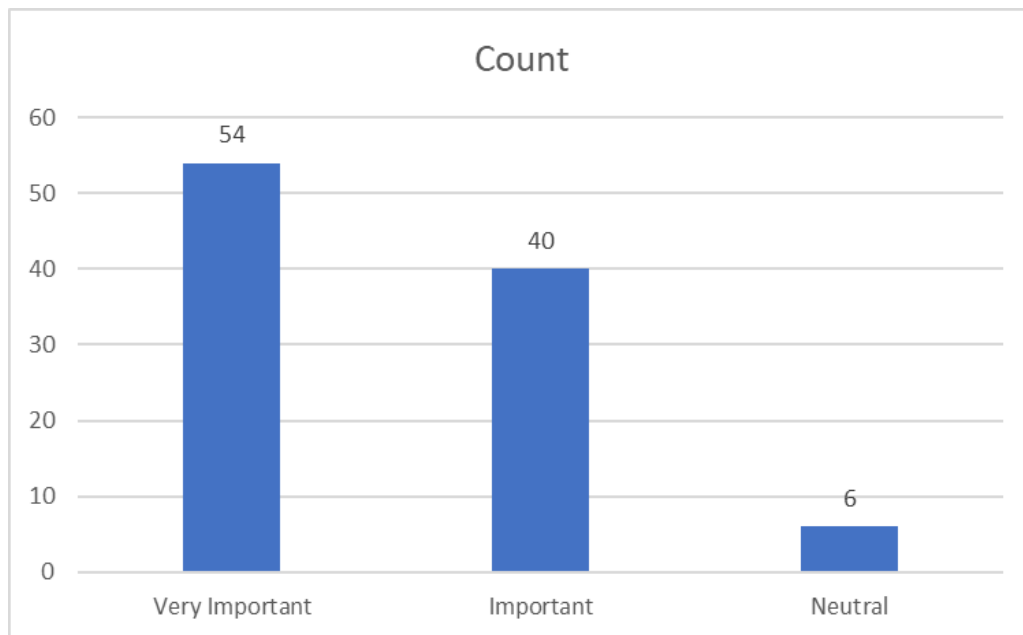
Q24. Are you aware of the Bangladesh Tourism Board's Halal Tourism Guideline 2022?



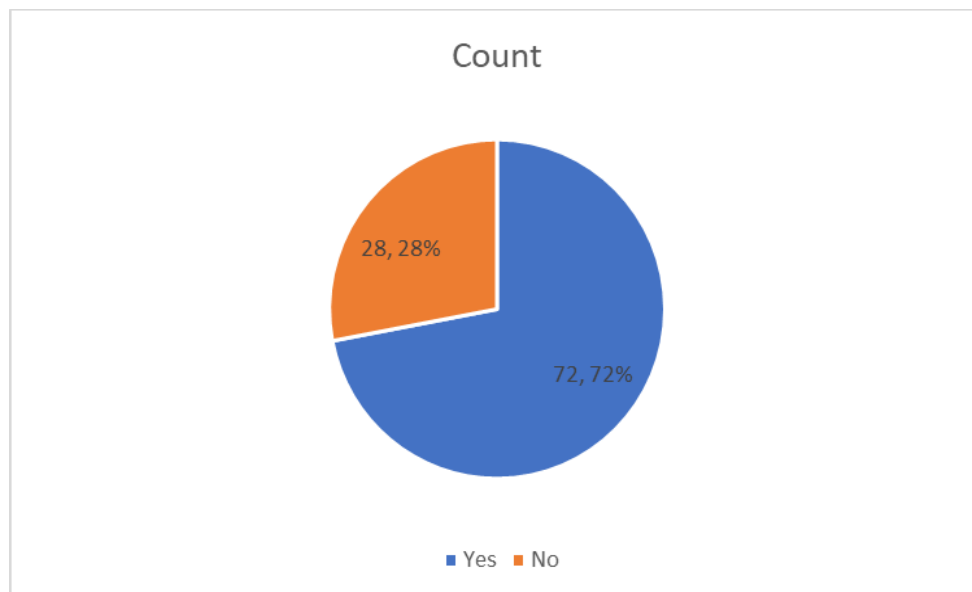
Q25. Which halal tourism products would encourage you to travel more in Bangladesh?



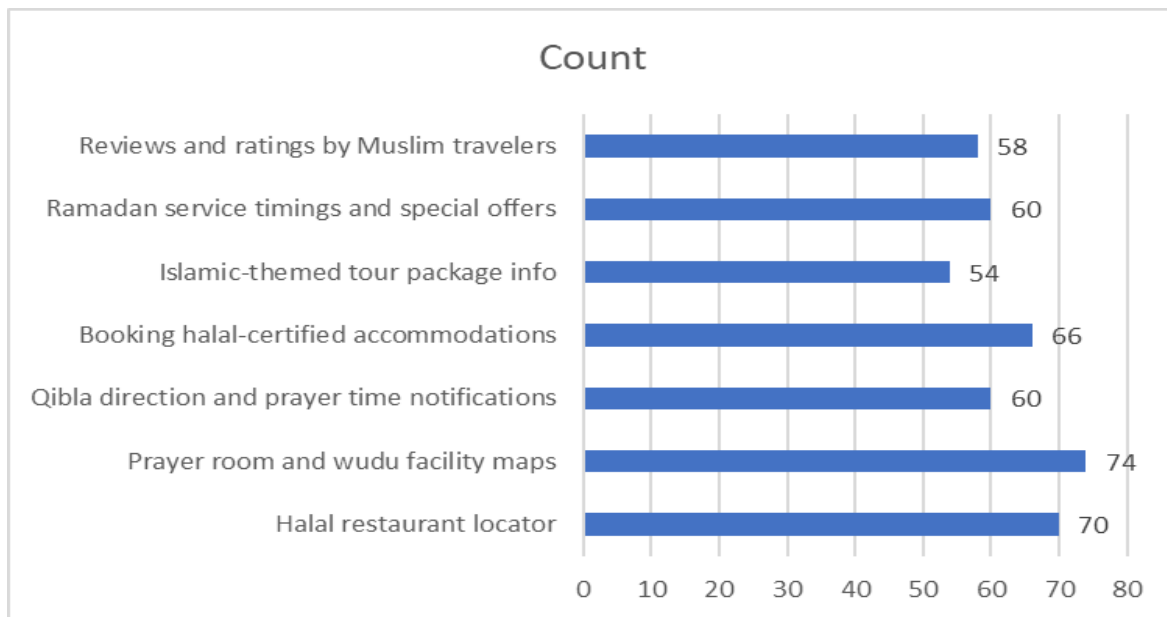
Q26. How important is promoting Bangladesh's Islamic heritage (e.g., mosques, archaeological sites) to attract Muslim tourists?



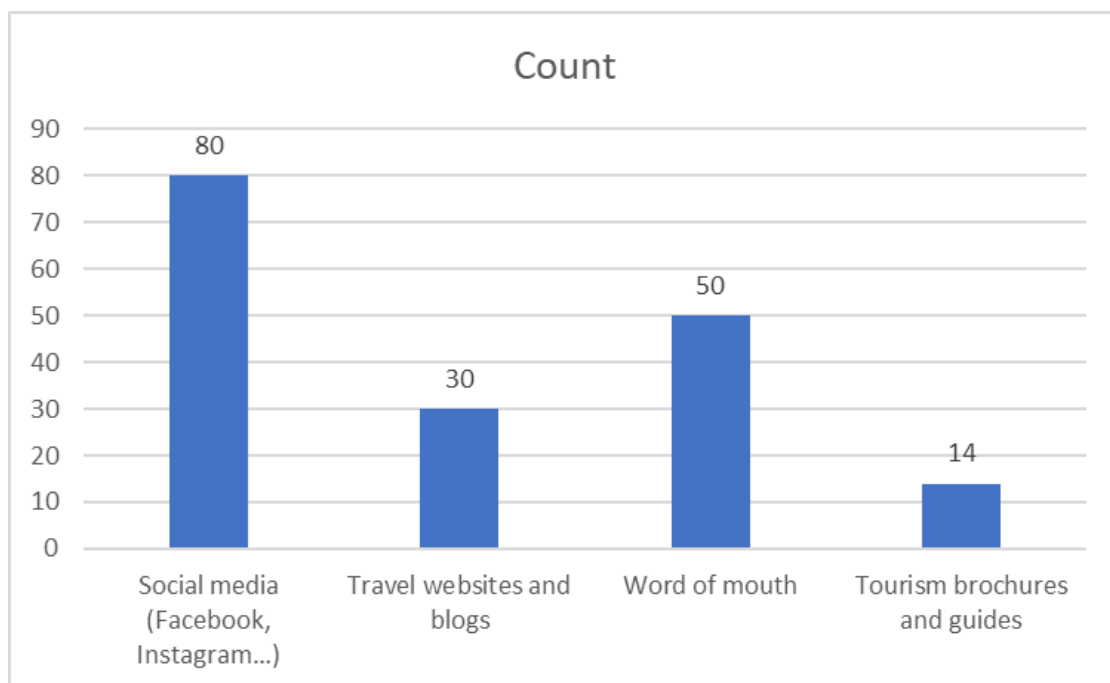
Q27. Would you use digital platforms (e.g., apps, websites) providing halal tourism information?



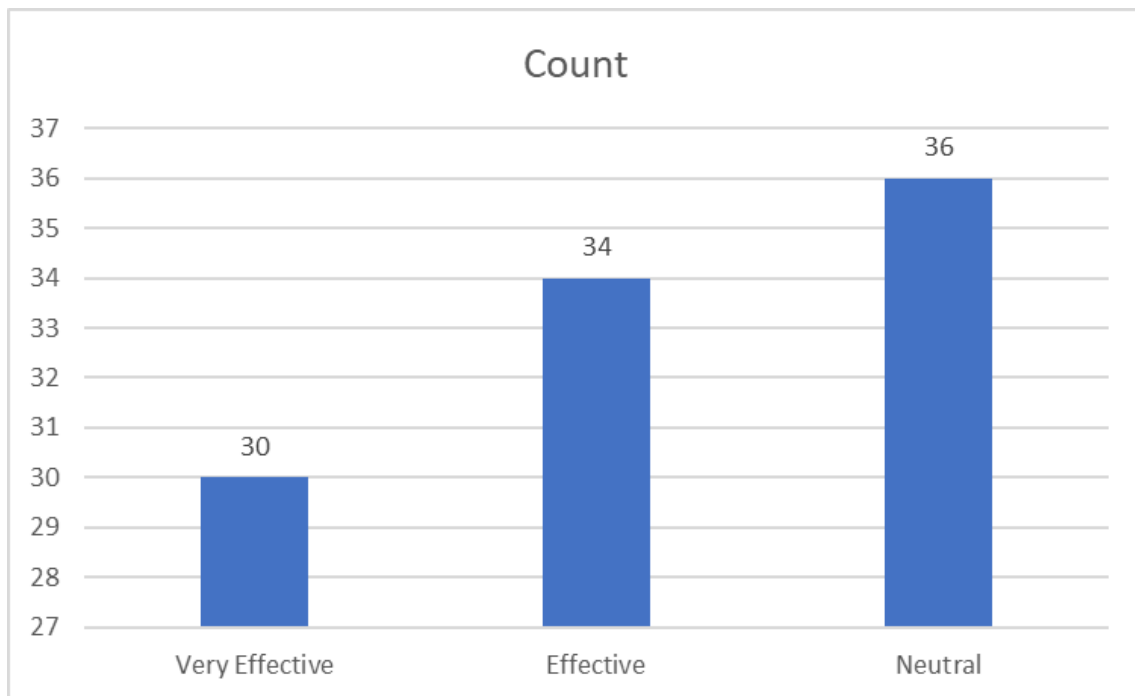
Q28. Which features would you want in a digital platform for halal tourism?



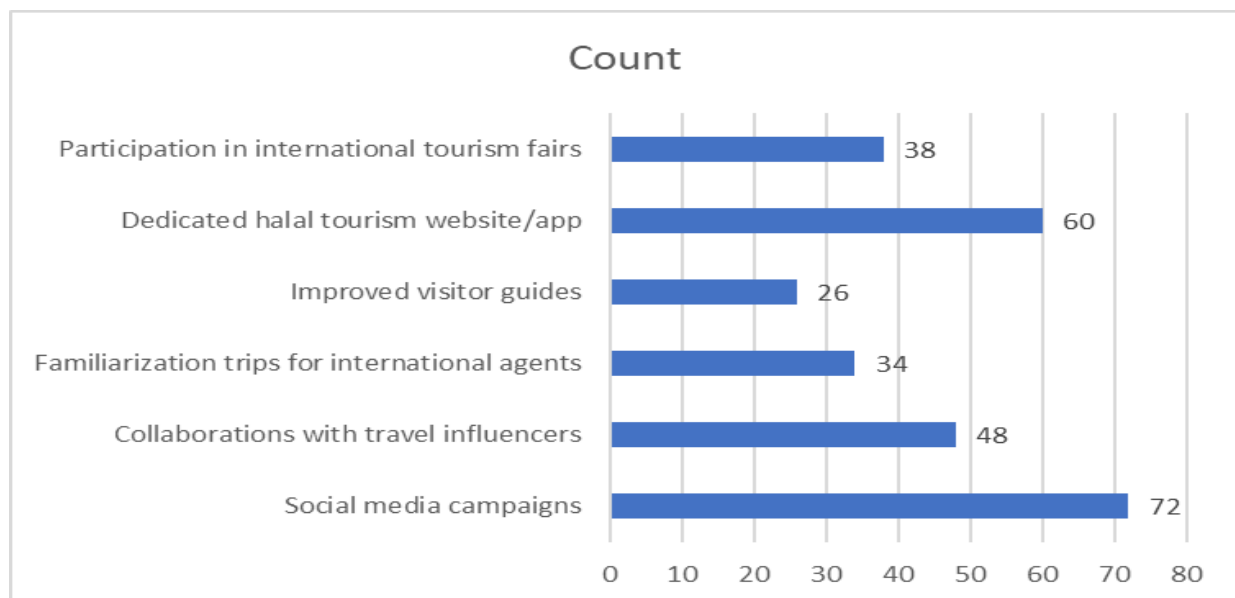
Q29. How did you learn about halal tourism opportunities in Bangladesh?



Q30. How effective are Bangladesh's marketing efforts in promoting halal tourism?



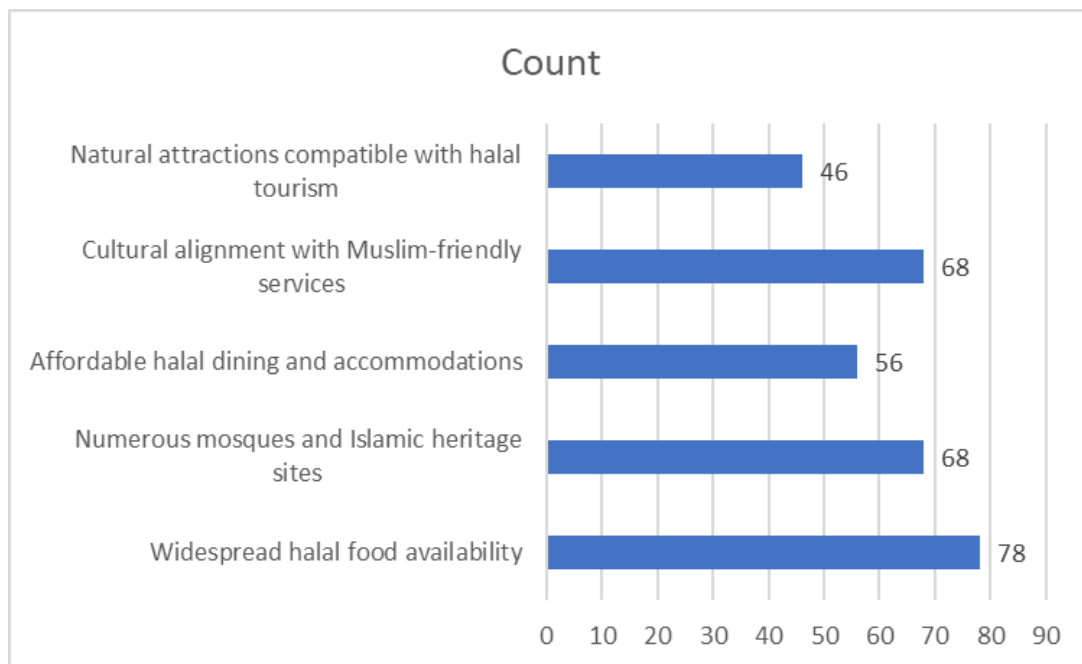
Q31. What marketing strategies would you recommend to promote halal tourism?



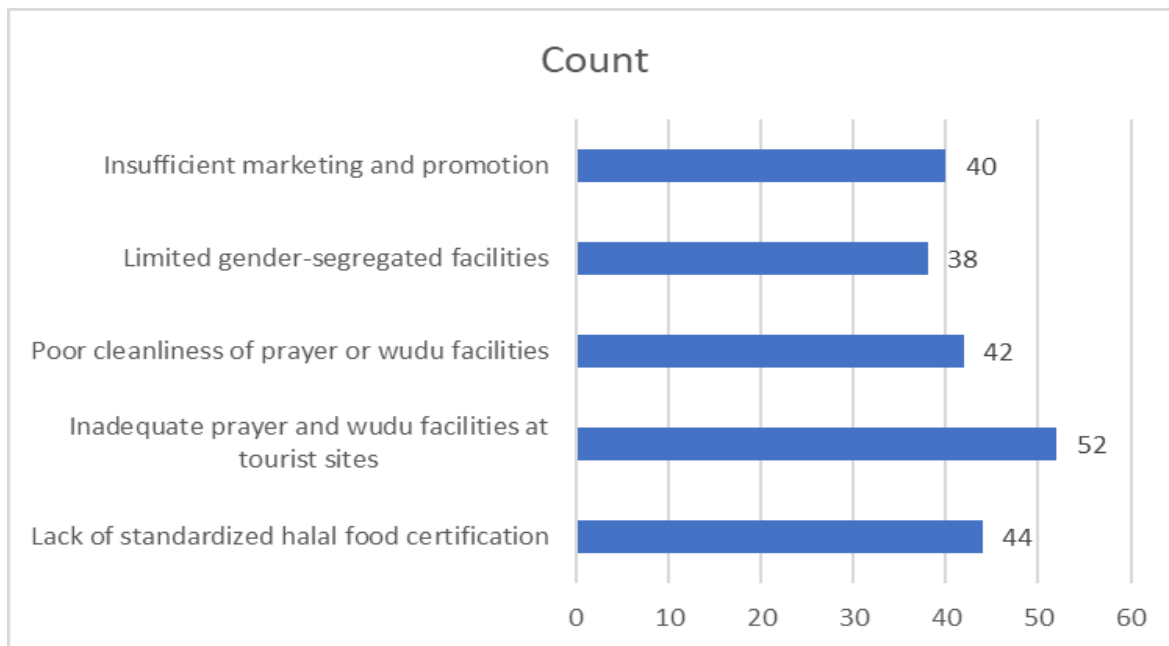
4.4 SWOT Elements

The SWOT elements, fully analyzed in Section 4.1, provide additional context. Strengths include halal food availability 77.1%, mosques/heritage sites 71.4%, affordability 65.7%, 23, and cultural alignment 62.9%. Weaknesses cover inadequate prayer/wudu facilities 60%, lack of halal certification 57.1%, limited gender-segregated facilities 57.1%, and insufficient marketing 34.3%. Opportunities include halal-certified restaurants/hotels 62.9%, prayer/wudu facilities 51.4%, gender-segregated areas 51.4%, Ramadan services 40%, and digital platforms 34.3%. Threats involve competition with 60% cleanliness perceptions 60%, lack of halal standard enforcement 51.4%, limited infrastructure investment 48.6%, and inadequate staff training 40%. These can be visualized in Section 4.1's bar charts but referenced in 4.3 graphs for a holistic view.

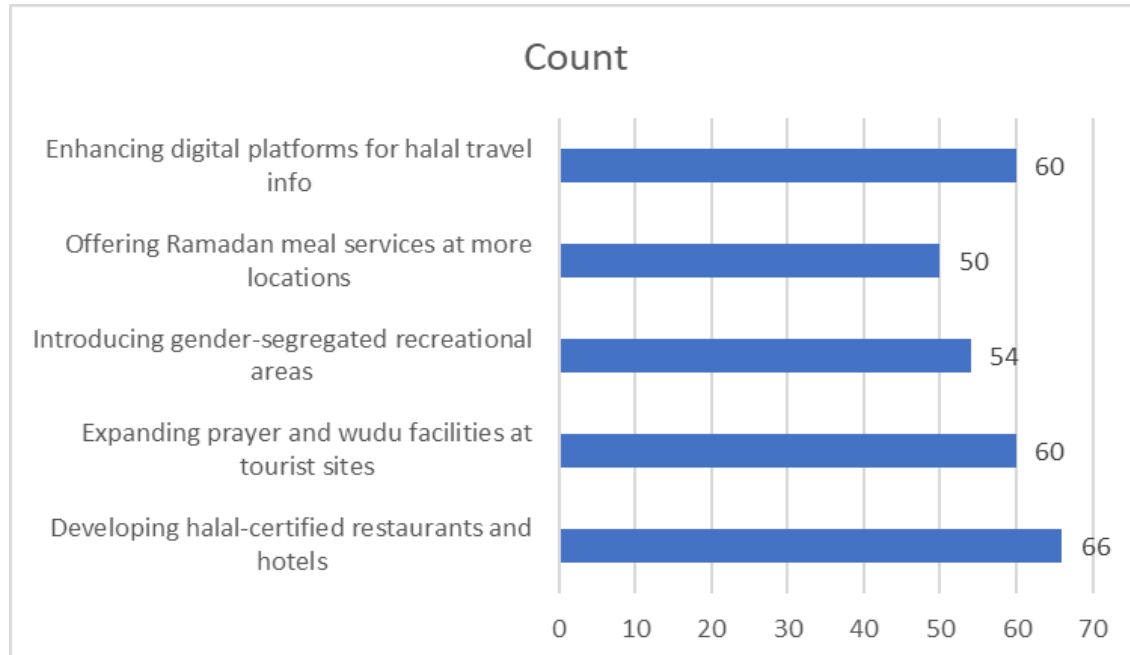
Q32. What are Bangladesh's strengths for halal tourism?



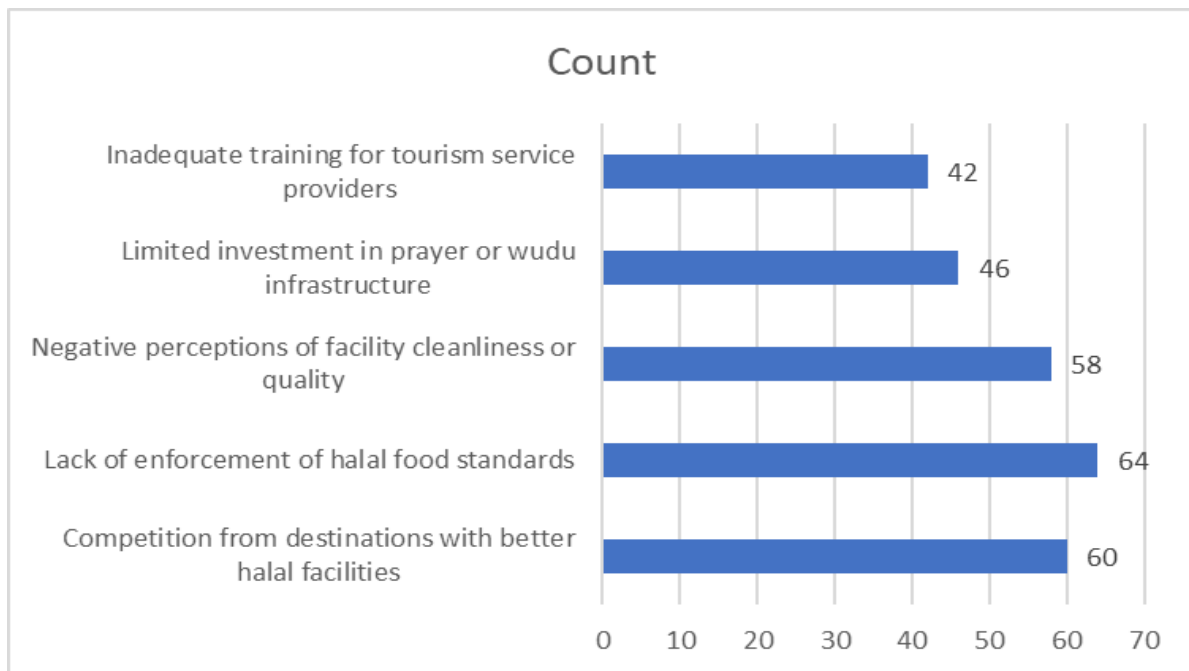
Q33. What weaknesses hinder halal tourism development?



Q34. What opportunities can Bangladesh leverage to improve halal tourism?



Q35. What threats might affect halal tourism growth?



CHAPTER 5

FINDINGS, PROBLEMS, RECOMMENDATIONS & CONCLUSION

5.1 Major Findings:

The following findings are derived from a survey of 100 Muslim respondents (62% aged 18–25, 70% male, 84% recent travelers) conducted during a 12-week internship at the Bangladesh Tourism Board (BTB) from August to November 2024. The survey, detailed in Chapter 4, assesses perceptions, experiences, and challenges of halal tourism in Bangladesh, aligning with the Halal Tourism Guideline 2022 (BTB, 2022). These findings highlight the strengths, weaknesses, opportunities, and threats of halal tourism, providing insights into its prospects and areas for improvement.

5.1.1 Strong Base for Halal Tourism

Bangladesh's halal tourism is supported by widespread halal food availability, with 77.1% of respondents acknowledging its accessibility at tourist destinations like Cox's Bazar and 77.1% expressing satisfaction or high satisfaction. The presence of Islamic heritage sites, such as the Sixty Dome Mosque and Biswa Ijtima, noted by 71.4%, enhances appeal for Muslim tourists. Cultural alignment with Islamic values, recognized by 62.9%, is reinforced by 97.1% agreeing that halal food is essential when selecting travel destinations, aligning with the Guideline's emphasis on leveraging Bangladesh's Muslim-majority population and halal food provisions (BTB, 2022).

5.1.2 Inadequate Prayer and Wudu Infrastructure

A significant barrier is the lack of adequate prayer and wudu facilities, reported by 60% of respondents, with 51.4% citing insufficient prayer rooms and 45.7% noting wudu facility shortages at tourist sites. Cleanliness issues concern 60%, with 17.1% dissatisfied with wudu facilities and 5.7% with prayer rooms. These gaps highlight challenges in meeting the Guideline's mandates for clean, ventilated prayer spaces with Qibla indicators and adjacent wudu facilities with bidets (BTB, 2022).

5.1.3 Limited Gender-Segregated Amenities

Limited availability of gender-segregated facilities, such as swimming pools and beaches, is a concern for 57.1% of respondents, with 17.2% expressing dissatisfaction, particularly among

female respondents (28.6% of the sample). This aligns with the Guidelines call for separate recreational facilities to ensure privacy (BTB, 2022) but indicates implementation shortcomings.

5.1.4 Moderate Marketing Effectiveness

Marketing efforts for halal tourism are rated as effective or very effective by only 51.4% of respondents, with 34.3% identifying insufficient promotion as a weakness. Social media platforms, such as Instagram, are the primary source of awareness for 77.1%, and 91.4% are willing to use digital tools like apps for halal tourism information, supporting the Guideline's strategies for social media campaigns and user-friendly websites (BTB, 2022).

5.1.5 High Demand for Halal-Compliant Services

Respondents show strong demand for Muslim-friendly services, with 97.1% considering halal food, prayer, and wudu facilities essential, 94.3% valuing gender-segregated amenities, 91.4% prioritizing Ramadan sehri/iftar schedules, 88.6% preferring alcohol-free environments, and 91.4% favoring halal-certified restaurants and hotels . This reinforces the Guideline's comprehensive provisions for accommodations, transportation, and tour packages (BTB, 2022).

5.1.6 Opportunities for Development

Key opportunities include developing halal-certified restaurants and hotels (62.9%), expanding prayer and wudu facilities (51.4%), introducing gender-segregated recreational areas (51.4%), offering Ramadan-specific services (40%), and enhancing digital platforms for halal travel information (34.3%). These align with the Guideline's development measures, such as subsidies for certification and innovative programs like virtual reality (BTB, 2022).

5.1.7 Competitive and Operational Challenges

Threats to halal tourism include competition from destinations like Malaysia with better facilities (60%), lack of enforcement of halal standards (51.4%), limited infrastructure investment (48.6%), and inadequate staff training (40%). Negative perceptions of facility cleanliness (60%) further

hinder progress, underscoring the need for the Guideline's monitoring and training initiatives (BTB, 2022).

These findings validate the Halal Tourism Guideline 2022's framework for promoting Muslim-friendly tourism while highlighting critical gaps in infrastructure, certification, and marketing that require targeted improvements, as discussed in the recommendations below.

5.2 Recommendations

Based on the findings from Chapter 4, several actionable recommendations are proposed to address weaknesses, leverage opportunities, and mitigate threats in Bangladesh's halal tourism sector. These align with the Halal Tourism Guideline 2022's objectives and are informed by survey data highlighting tourist priorities and challenges.

1. **Enhance Prayer and Wudu Facilities:** The survey's emphasis on inadequate prayer and wudu facilities (60%) and dissatisfaction with cleanliness (17.1%) underscores the need for investment in clean, accessible prayer rooms with Qibla indicators and wudu facilities with bidets at key tourist sites, hotels, and transport hubs. This aligns with the Halal Tourism Guideline 2022's mandate for such infrastructure to meet the needs of 97.1% of respondents who deem these facilities essential.
2. **Develop Halal Certification Standards:** The lack of standardized halal certification, noted by 57.1%, requires establishing a national certification framework for hotels and restaurants. This would address the 62.9% who prioritize certified establishments, enhancing trust and aligning with the guideline's focus on halal food integrity.
3. **Expand Gender-Segregated Facilities:** Limited gender-segregated facilities, cited by 57.1% with 17.2% dissatisfaction, necessitate the introduction of gender-segregated recreational areas, pools, and spas, as supported by 51.4% and valued by 94.3%. This caters to female tourists' needs (28.6% of respondents).
4. **Strengthen Digital Marketing Platforms:** With 91.4% willing to use digital tools and 34.3% seeing digital platforms as an opportunity, developing mobile apps and websites for halal restaurant locators, prayer facility maps, and Ramadan schedules is critical. This aligns with the guideline's digital marketing recommendations and 77.1% favoring social media campaigns.

5. **Improve Staff Training:** Inadequate staff training, noted by 40%, calls for comprehensive training programs on halal practices and cultural sensitivity, supporting the 94.3% who value Muslim-friendly services and the guideline's emphasis on service quality.
6. **Promote Ramadan-Specific Services:** Offering Ramadan-specific services, such as sehri/iftar schedules and packages, is supported by 40% and 91.4% valuing such schedules, aligning with the guideline's focus on seasonal offerings to attract Muslim tourists.
7. **Increase Infrastructure Investment:** Limited infrastructure investment, cited by 48.6%, and competition from other destinations (60%) require increased funding for prayer/wudu facilities and cleanliness improvements to enhance competitiveness and meet tourist expectations.

These recommendations address the survey's identified gaps and leverage opportunities to align Bangladesh's halal tourism sector with global standards and the Halal Tourism Guideline 2022.

5.3 Conclusion

The analysis of halal tourism in Bangladesh reveals a sector with significant potential, driven by its Muslim-majority culture, widespread halal food availability, and rich Islamic heritage. However, challenges such as inadequate prayer and wudu facilities, lack of halal certification, and limited gender-segregated amenities hinder their growth. The Halal Tourism Guideline 2022 provides a robust framework for addressing these gaps, but implementation lags, particularly in infrastructure and standardization. The survey's findings, despite being based on a partial sample of 100 respondents, underscore the demand for improved facilities, certified services, and digital marketing. By investing in prayer/wudu infrastructure, enforcing halal certification, expanding gender-segregated facilities, and enhancing digital outreach, Bangladesh can strengthen its position as a competitive halal tourism destination. These efforts will cater to Muslim tourists' needs, mitigate threats like competition, and capitalize on opportunities like Ramadan services. In conclusion, with targeted improvements aligned with the guideline and survey insights, Bangladesh can unlock its full potential as a leading halal tourism hub, offering culturally aligned, accessible, and high-quality experiences for Muslim travelers.

CHAPTER 6

APPENDIX

This questionnaire is part of an academic study conducted during an internship at the Bangladesh Tourism Board (BTB) to explore the prospects of halal tourism in Bangladesh. Your responses will help identify opportunities, challenges, and strategies for developing halal tourism. All responses are confidential and will be used solely for research purposes.

1. Age:

- Below 18
- 18-25
- 26-35
- 36-45
- Above 45

2. Occupation:

- Student
- Job Holder
- Homemaker
- Business Owner
- Other

3 .Gender:

- Male
- Female
- Other

4 .Have you traveled within Bangladesh in the past 2 years?

- Yes
- No
- Other

Section A: Perceptions and Expectations of Halal Tourism

Please rate the following statements according to your level of agreement:

5. Halal food availability is essential when choosing a travel destination in Bangladesh.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. Prayer facilities (e.g., clean, ventilated prayer rooms with clear Qibla indicators and prayer time schedules) are essential at tourist sites.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. Wudu facilities (e.g., clean, accessible areas with water hoses or bidets, adjacent to prayer rooms) are crucial at tourist sites.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. Gender-segregated facilities (e.g., swimming pools, beaches) are important for my travel comfort.

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree
9. Accommodations with clean, Muslim-friendly washrooms (e.g., bidets or water hoses), prayer mats, and clear Qibla indicators are essential.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
10. Hotels should not store alcohol or prohibited substances in guest rooms.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
11. Halal food and prayer facilities at transport hubs (e.g., airports, bus stations) influence my travel choices.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
12. Clean and Muslim-friendly washrooms with bidet or water hoses should be available.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
13. I value accommodations that provide prayer mats and clear Qibla indicators in rooms.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. It is important that hotels do not store alcohol or prohibited substances in guest rooms.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. Services catering to Ramadan, such as sehri and iftar meal timings, increase my satisfaction with halal tourism offerings.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. Availability of halal food and prayer facilities on flights and at transport hubs influences my travel choices.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17. Islamic-themed entertainment and observance of modest dress codes in hotels make me feel more comfortable.

- Strongly Agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

Section B: Experiences with Halal Tourism in Bangladesh

18. Have you encountered halal food, prayer, or wudu facilities while traveling in Bangladesh?

- Yes
- No

19. How satisfied are you with the availability of halal food at tourist destinations?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

20. How satisfied are you with the availability and cleanliness of prayer facilities at tourist sites?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

21. How satisfied are you with the cleanliness and availability of wudu and washroom facilities?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied

- Very Dissatisfied
22. How satisfied are you with the availability of gender-segregated facilities at tourist sites?
- Very Satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very Dissatisfied
23. What challenges have you faced with halal tourism services in Bangladesh?
- Lack of halal food options Inadequate prayer facilities Lack of wudu facilities
 - Poor cleanliness of prayer and washroom areas
 - Limited gender-segregated amenities
 - Lack of Islamic-themed tour packages
 - Lack of Ramadan-specific services (sehri/iftar meals)
 - Lack of halal transport services (halal meals on flights, alcohol-free environment)
 - Other:

Section C: Opportunities and Product Development

24. Are you aware of the Bangladesh Tourism Board's Halal Tourism Guideline 2022?
- Yes
 - No
25. Which halal tourism products would encourage you to travel more in Bangladesh?
- Halal-certified hotels and resorts with prayer rooms and Qibla direction
 - Islamic-themed tour packages (e.g., heritage tours to mosques)
 - Exclusive halal tourism zones with no haram activities
 - Halal food restaurants at tourist sites
 - Gender-segregated recreational facilities (swimming pools, beaches, gyms)
 - Clean and well-equipped wudu and prayer facilities
 - Transport services offering halal meals and alcohol-free environment

- Other:

26. How important is promoting Bangladesh's Islamic heritage (e.g., mosques, archaeological sites) to attract Muslim tourists?

- Very Important
- Important
- Neutral
- Not Important
- Not Important at All

27. Would you use digital platforms (e.g., apps, websites) providing halal tourism information?

- Yes
- No

28. Which features would you want in a digital platform for halal tourism?

- Halal restaurant locator
- Prayer room and wudu facility maps
- Qibla direction and prayer time notifications
- Booking halal-certified accommodations
- Islamic-themed tour package info
- Ramadan service timings and special offers
- Reviews and ratings by Muslim travelers
- Other:

Section D: Marketing and Promotion

29. How did you learn about halal tourism opportunities in Bangladesh?

- Social media (Facebook, Instagram, Twitter)
- Travel websites and blogs
- Word of mouth
- Tourism brochures and guides

- Other:
30. How effective are Bangladesh's marketing efforts in promoting halal tourism?
- Very Effective
 - Effective
 - Neutral
 - Ineffective
 - Very Ineffective
31. What marketing strategies would you recommend to promote halal tourism? (Select up to 3)
- Social media campaigns
 - Collaborations with travel influencers
 - Familiarization trips for international agents
 - Improved visitor guides
 - Dedicated halal tourism website/app
 - Participation in international tourism fairs
 - Other:

Section E: Perceived SWOT Elements

32. What are Bangladesh's strengths for halal tourism?
- Widespread halal food availability due to Muslim population
 - Numerous mosques and Islamic heritage sites
 - Affordable halal dining and accommodations
 - Cultural alignment with Muslim-friendly services
 - Natural attractions compatible with halal tourism
 - Other:
33. What weaknesses hinder halal tourism development?
- Lack of standardized halal food certification
 - Inadequate prayer and wudu facilities at tourist sites
 - Poor cleanliness of prayer or wudu facilities

- Limited gender-segregated facilities
- Insufficient marketing and promotion
- Other:

34. What opportunities can Bangladesh leverage to improve halal tourism?

- Developing halal-certified restaurants and hotels
- Expanding prayer and wudu facilities at tourist sites
- Introducing gender-segregated recreational areas
- Offering Ramadan meal services at more locations
- Enhancing digital platforms for halal travel info
- Other:

35. What threats might affect halal tourism growth?

- Competition from destinations with better halal facilities
- Lack of enforcement of halal food standards
- Negative perceptions of facility cleanliness or quality
- Limited investment in prayer or wudu infrastructure
- Inadequate training for tourism service providers
- Other:

36. Any additional comments or suggestions? (Optional)

.....

CHAPTER 7

REFERENCES

Ainin, S., Feizollah, A., Anuar, N. B., & Abdullah, N. A. (2020). Sentiment analyses of multilingual tweets on halal tourism. *Tourism Management Perspectives*, 34, 100658. <https://doi.org/10.1016/j.tmp.2020.100658>

Ardiansyah, M., Handayani, D. L., & Zuhro, F. (2021). The SWOT analysis of halal tourism of Al Qur'an Akbar Palembang. *Indonesian Journal of Multidisciplinary Sciences*, 1(1), 35–49.

Bangladesh Tourism Board. (n.d.). About us. Retrieved from <https://tourismboard.gov.bd/>

Bangladesh Tourism Board. (2022). *Halal tourism guideline 2022*. Dhaka, Bangladesh: Ministry of Civil Aviation and Tourism.

Bangladesh Tourism Board. (2023). *Bangladesh festival 2023*. Retrieved from <https://uat-btb.oss.net.bd/>

Bangladesh Tourism Board. (2024). *Annual report 2023–2024*. Dhaka, Bangladesh: Ministry of Civil Aviation and Tourism.

Bangladesh Tourism Board. (2025). বাংলাদেশ টুরিজম বোর্ড. Retrieved August 15, 2025, from <https://tourismboard.gov.bd/site/view/organogram/->

Battour, M., & Ismail, M. N. (2015). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, December, 8–13. <https://doi.org/10.1016/j.tmp.2015.12.008>

Bhuiyan, A. H., & Darda, A. (2018). Prospects and potentials of halal tourism development in Bangladesh. *Journal of Tourism*, 4(2), 93–106. <https://doi.org/10.26650/jot.2018.4.2.0007>

Burhani, A. (2015). Fasting in countries where the day is very long or very short: A study of Muslims in the Netherlands. *Al-Jami'ah: Journal of Islamic Studies*, 51(1), 159–188. <https://doi.org/10.14421/ajis.2013.511.159-188>

CrescentRating. (2017). *Global Muslim travel index 2017*. Retrieved from <https://www.crescentrating.com/>

El-Gohary, H. (2020). Halal tourism: The way forward. *Journal of Islamic Marketing*, 11(6), 1297–1302. <https://doi.org/10.1108/JIMA-07-2020-0183>

Hasan, M. M., & Rahman, M. T. (2023). Prospects of sustainable tourism in Bangladesh: A study on economic, environmental, and social impacts. *Journal of Bangladesh Institute of Planners*, 15(1), 77–92.

Henderson, J. C. (2016). Halal food, certification and halal tourism: Insights from Malaysia and Singapore. *Tourism Management Perspectives*, 19(Part B), 160–164. <https://doi.org/10.1016/j.tmp.2015.12.006>

Hossain, M. A., & Islam, M. S. (2020). Tourism development in Bangladesh: Opportunities and challenges. *Journal of Tourism and Hospitality Management*, 8(1), 45–60.

Hossain, M. Z. (2015). Zakat in Islam: A powerful poverty alleviating instrument for Islamic countries. October.

Jaelani, A. (2017). Halal tourism industry in Indonesia: Potential and prospects. *International Review of Management and Marketing*, 7(3), 25–34.

Mastercard & CrescentRating. (2021). *Global Muslim travel index 2021*. Retrieved from <https://www.crescentrating.com/reports/global-muslim-travel-index-2021.html>

Mohsin, A., Ramli, N., & Alkhulayfi, B. A. (2016). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, 19(Part B), 137–143. <https://doi.org/10.1016/j.tmp.2015.12.010>

National Geographic Indonesia. (2016). Indonesia raih 12 penghargaan bergengsi di ajang The World Halal Tourism Awards 2016. Retrieved from <http://nationalgeographic.co.id/berita/2016/12/indonesia-raih-12-penghargaan-bergengsi-di-ajang-the-world-halal-tourism-awards-2016>

Perguna, L. A., Triharini, S., & Pahlevi, D. S. (2021). Exploring perception and resistance on halal labeling: An insight from Denpasar, Bali. In *Advances in Social Science, Education and Humanities Research* (pp. 63–68). <https://doi.org/10.1201/9781003189282-11>

- Prayag, G. (2020). Halal tourism: Looking into the future through the past. *Tourism Recreation Research*, 45(1), 1–3. <https://doi.org/10.1080/02508281.2019.1687148>
- Priyono, O. A. (2018). Halal tourism opportunities and challenges in East Java. *Ulumuna: Jurnal Studi Keislaman*, 4(2), 119–133.
- Profile, S. E. E. (2020). Muslim tourists' traveling needs: An understanding for non-Muslim destinations. June 2017.
- Rahman, M. K., Zailani, S., & Musa, G. (2017). Tapping into the emerging Muslim-friendly market: Insights from Malaysia. *Journal of Islamic Marketing*, 8(4), 514–532. <https://doi.org/10.1108/JIMA-06-2015-0040>
- Samori, Z., Salleh, N. Z. M., & Khalid, M. M. (2016). Current trends in halal tourism: Cases and implications. *International Journal of Culture, Tourism and Hospitality Research*, 10(2), 139–150. <https://doi.org/10.1108/IJCTHR-08-2015-0092>
- Shakona, M., Backman, K. F., Backman, S., & Norman, W. (2015). Understanding the traveling behavior of Muslims in the United States. *International Journal of Culture, Tourism and Hospitality Research*. <https://doi.org/10.1108/IJCTHR-05-2014-0036>
- Sucipto, S. (2021). Comparison halal food regulation and practices to support halal tourism in Asia: A review. *IOP Conference Series: Earth and Environmental Science*, 733(1), 012044. <https://doi.org/10.1088/1755-1315/733/1/012044>
- Talib, M. S. A., & Hamid, A. B. A. (2014). Halal logistics in Malaysia: A SWOT analysis. *Journal of Islamic Marketing*, 5(3), 322–343. <https://doi.org/10.1108/JIMA-03-2013-0018>
- Tourism Educators' Association of Bangladesh. (2021). *National tourism human capital development strategy for Bangladesh: 2021–2030*. Dhaka, Bangladesh: Bangladesh Tourism Board, Ministry of Civil Aviation and Tourism.