

An Insight on Potential Aspects of Halal Tourism in Bangladesh

Internship Report
On
An Insight on Potential Aspects of Halal Tourism in Bangladesh

Submitted to

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Date of submission: 01/12/2022



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Letter of Transmittal

1st December, 2022

Mst Khadijatul Kobra

Assistant Professor

Department of Tourism and Hospitality management

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Daffodil Smart City, Ashulia, Dhaka-1341

Subject: Submission of the Internship report.

Dear Madam,

With due respect and humble request to express that I am **Md Bejoy Ahmed**, is submitting my internship on “An Insight on Potential Aspects of Halal Tourism in Bangladesh”. For your kind thought as a piece of prerequisite in finishing my **BTHM** program. The report contains general data about Potential Perspective of Halal Tourism in Bangladesh.

I might want to offer my heartiest thanks for your kind collaboration and direction in making this report enlightening and time arranged. If there may have some error and oversight, you are asked to consider those as excuses.

Thank you Sincerely Yours



.....
Md Bejoy Ahmed

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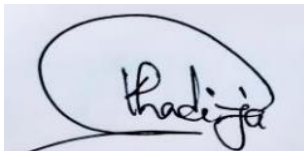
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Certificate of approval

This is to certify that the internship report “**An Insight on Potential Aspects of Halal Tourism in Bangladesh**” is prepared by **Md Bejoy Ahmed** ID: 153-43-196 as a partial fulfilment of requirements of bachelor of Tourism and hospitality management (**BTHM**) at **Daffodil International University**.

The internship report has been completed under my direction and is a record of the real work did effectively.

I wish all his success in life.



.....
Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

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Declaration

I herewith do genuinely pronounce that the expansion gave in this internship report has been expert by me and has not been once in the past submitted to some other University for academic certificate.

There is no copyright leak in the presentation I presented. The information that I have included here is true and original as per my best knowledge, research and fieldwork and with possible reference if any.

Yours sincerely,



.....
Md Bejoy Ahmed

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Bachelor of Tourism and Hospitality Management

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Acknowledgement

To begin, I'd want to express my gratitude to the almighty for providing me with strength, knowledge, ability and patience to complete this research. I am very grateful to my family because they are who always support me and give me inspiration to work hard.

I also want to thank my regarded educator and director Mst Khadijatul Kobra, Assistant professor of department of tourism and hospitality management, Daffodil international university for her persistent heading, consolation, valuable direction, accommodating remark over the span of study. I completed this report with my best effort. I tried best to produce this report according to her guidance and instruction at each stage.

Executive Summary

The main purpose of this study is to analyze the current position particularly the potential aspects of halal tourism market in Bangladesh. The present research is a combination of both theoretical and empirical. For the theoretical foundation and analysis, the existing literatures were investigated.

The existing literature includes published journals, periodicals, newspapers, related magazines, internet etc. most of the statistical data have been collected from related web sites or pages. As Bangladesh has many more beautiful tourist attractions but maximums are neglected (except few like Cox's bazar, Sylhet, Sajek valley, Saint Martins) by tourist because of insufficient marketing plans, bad road conditions and promotional activities for all types of people specially the maximum number of Muslim tourists for mass tourism.

Organization profile of Bangladesh Tourism Board is adorned with basic information. This report is embellished with the actual opinions, comments, needs, demands of the potential consumers which give a message of large market of halal tourism.

Finally, problems, recommendations, conclusion are given and the references draw the end line of the report.

Table of Contents

Contents

Title page	i-ii
Letter of transmittal	iii
Certificate of approval	iv
Declaration	v
Acknowledgement	vi
Executive summary	vii
Table of contents	1-2
Chapter-01-Introduction	3
1.1 Introduction to Halal tourism	4
1.2 Origin of the report	4
1.3 Objectives of the report	4
A) Broad Objective	4
B) Specific Objectives	4-5
1.4 Rationale of the study	5
1.5 Scope of the study	5
1.6 Limitations of the report	5
Chapter-02-Literature review	6
2.1 Potentiality of Halal tourism	7
2.2 Concepts of halal food for supporting halal tourism	7-9
2.3 Why Muslims should travel?	9
2.4 Halal Tourism products in Bangladesh.....	10

Chapter-03-Organizational profile	11
3.1 Introduction to Bangladesh Tourism Board	12
3.2 Location	12
3.3 Logo of Bangladesh Tourism Board	13
3.4 Main Job	13
3.5 Vision	13
3.6 Mission	13
Chapter-04-Methodology of the report	14
4.1 Research Design	15
4.2 Population selection	15
4.3 Sample size	15
4.4 Source of data	15
4.5 Data collection process	16
4.6 Data collection techniques	16
4.7 Data collection instruments	16
Chapter-05-Data analysis and findings	17
5.1 Respondents	18-19
5.2 Findings	19-26
5.3 Discussion	26
Chapter-06-Recommendation and Conclusion	27
6.1 Justification of halal tourism	28
6.2 Recommendations	28-29
6.3 Development of halal tourism in Bangladesh	29
6.4 Conclusion	30
References	31
Appendix	32-33



Chapter-01-Introduction

1.1 Introduction to Halal Tourism

Halal Tourism is one of the categories of tourism which is specially designed or geared for Muslims families or persons who practice the rules of Islam. Halal tourism also can be termed as halal friendly tourism or halal Travel. The hotels or resorts do not serve alcohol, have separate swimming pools and spa facilities for men and women. Serve only halal food and drinks, No pork products in the menu of foods. Must have Prayer facilities in-room or in a common hall. Travel agents, while designing travel packages for this, follow guidelines of halal. Malaysia, turkey and many more countries offer facilities in accordance with beliefs of Muslim tourists in order to attract more customers. Currently, there are no existing internationally recognized standards on Halal tourism.

The term halal or Muslim-friendly tourism does not mean to visit a religious location. Halal tourism is the same as tourism in general, yet there is a necessity to maintain etiquette as a Muslim. Top 10 Muslim friendly destination to travel in 2022 are Qatar, Saudi Arabia, United Arab Emirates, Oman, Turkey, Uzbekistan, Malaysia, Indonesia, Great Britain, Bangladesh.

1.2 Origin of the report

As a Bachelor of Tourism and Hospitality Management (BTHM) student, every student must perform a practical approach to an association to meet the requirements of the 06 months internship program. This the way to introduce the student very broadly to real corporate world. I worked for Bangladesh Tourism Board as an intern. I had a lot of opportunities to learn about various aspects of Bangladeshi tourism. This research was written using both theoretical and practical experience to assess the possibilities of halal tourism in Bangladesh.

My academic advisor Mst Khadijatul Kobra, Assistant Professor of Department of Tourism and Hospitality Management, Daffodil International University has assigned this report to me in order to gain a thorough understanding of the topic.

1.3 Objectives of the report

A) Broad Objectives

The broad objective of the report is to identify the requirements and possibilities of halal tourism in Bangladesh.

B) Specific Objectives

To fulfill the broad objectives, the specific objectives play a vital role, here are the specific objectives of this report:

- Finding more about halal tourism.
- Providing information on the marketing approaches for halal tourism.
- Investigating how a halal tourism product could be created.
- Creating awareness about halal tourism to the mass tourist.

1.4 Rationale of the study

Bangladesh is a country which has Muslim majority. So, in any kind of regulation or business it is taken consideration. Tourism is not different from it. A large number of tourist or travelers are also Muslim. So, to find out present potential market of halal tourism and their wants are very rational.

1.5 Scope of the study

This report will limit its investigation only within the Muslim travelers who have their personal expectations and desires. 30 respondents are taken for this study. Maximum of them are students and few are job holder and few are working in the tourism industry. That means they are potential tourist or tourism business persons who express their feelings.

1.6 Limitations of the report

Writing a report on this unique topic is not easy. Many limitations and roadblocks to moving forward have been encountered in preparing this report. Even with, I was able to bring it up the best within my access constraints. The most common restrictions I faced were:

- A lack of prior understanding about producing such a report.
- Lack of ability to make suitable references.
- Lack of prior expertise with questionnaire surveys.
- Lack of information about halal tourism in internet.



Chapter-02-Literature review

2.1 Potentiality of halal tourism

This study confirms that halal tourism is a tourism industry which has contributed to economic growth to many countries like Indonesia, UAE, Malaysia. There are variables relationship between religious institutions and tourism. On the other hand, a religious tour can be identified as a certain type of tourism that is motivated partly or exclusively for religious reasons (Rinschede, 1992). Sigaux (1996) and Vukonic (1996) explains that religious tourism to be one of the oldest forms of tourism, in the presence of human migration related to religion since the early days.

Numerous worldwide lodgings truly do serve halal food that is butchered as per the lessons of Islamic Sharia and is liberated from any substances taboo by Islam like pork and liquor. A few inns have utilized individuals from the Muslim world to give interpretation administrations and other help that might be required by vacationers from Muslim countries.

In view of a report by Thomas Reuters, in 2014 Muslims from around the globe burned through \$142 billion on movement (barring Hajj and Umrah). In correlation, voyagers from China burned through \$160 billion on movement in 2014, while US explorers burned through \$143 billion, putting the Muslim travel are in third spot in worldwide travel spending and representing 11% of complete worldwide uses on travel. Muslim travel offered over \$156 US billion to worldwide GDP in 2016 and is prepared to develop to \$220 US billion by 2020, as indicated by the global Muslim travel index 2017 by Crescent Rating (Shakona et al., 2015)

2.2 Concepts of halal food for supporting halal Tourism

Halal food is mandatory for halal tourism and Muslim travelers. With regards to halal food the travel industry, halal and haram portray every one of what is permitted or not to be eaten by the Muslims in the Qur'an and the Prophet's Hadith. It is fundamental to foster halal food in cafes and food trinkets to draw in movement in halal at the travel industry objections. (perguna et al., 2012).

Here is a breakdown of all Halal and Haram Food and Animals in Islam-

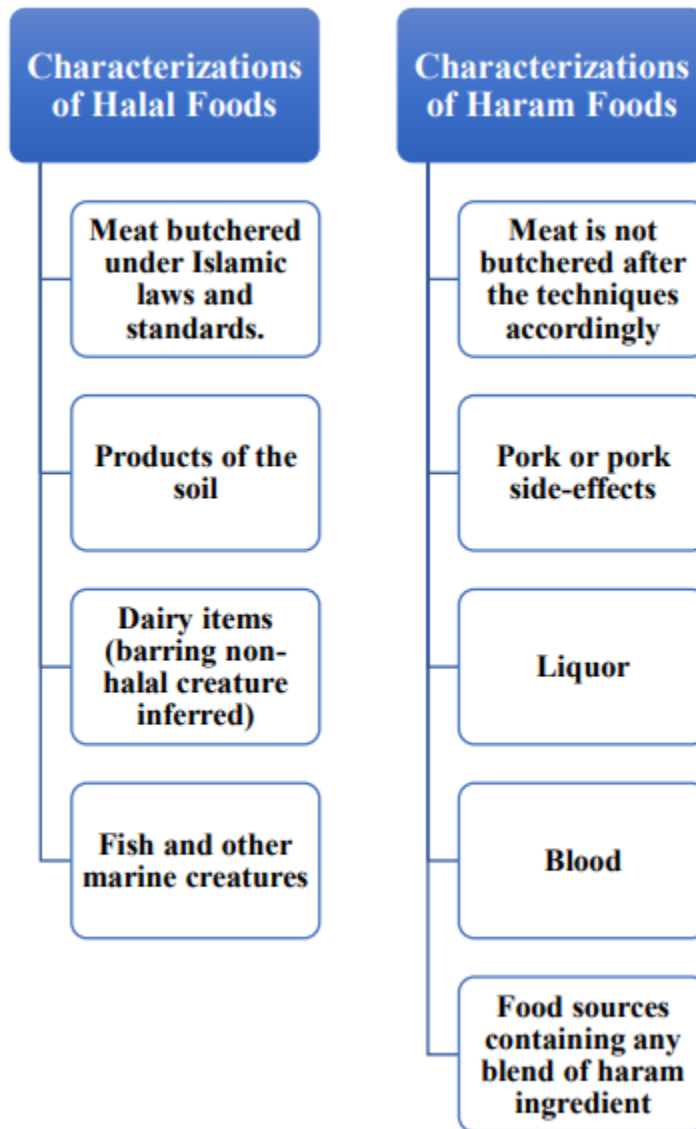


Figure 1: Characterization of halal and haram food

Source: <https://www.theislamicquotes.com/list-of-halal-and-haram-food-in-islam/>

Meat is the most rigorously directed food class. A few creatures have been precluded from utilization since they are unsafe to human utilization. We ought to comprehend that Allah is awesome to conclude what is useful or undesirable for us (Sucipto,2021)



Figure 2: Halal Animals

Source: https://en.wikipedia.org/wiki/Islamic_dietary_laws

2.3 Why Muslims should travel?

Islam encourages people to travel. Travel is seen a new light, as a source of education and a spiritually changing experience(profile,2020). Here are some reasons why all Muslims should travel, the actual independent stuff:

- ✓ Hajj is one of the five fundamental pillars of the faith. Then smaller pilgrimage is Umrah.
- ✓ Travel was inspired by the Prophet (PBUH) saw it as a vital way to seek knowledge.
- ✓ Travelling tradition among the Prophets (A) saw and Sahabis(R).
- ✓ Spirituality of travel: Be in this world as if you were stranger or traveler- the Prophet (PBUH).
- ✓ Travel makes us familiar with the creations of Allah which makes us to do better appreciation of Allah
- ✓ Traveling helps us to remove the misconceptions of which we know very little.

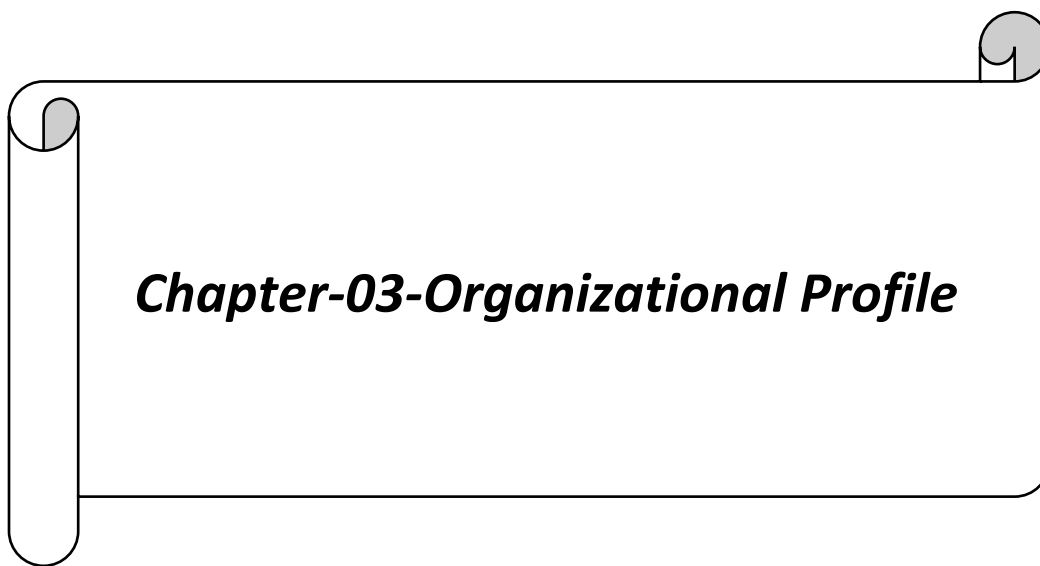
- ✓ Travel makes one self-confident, open-mindedness and knowledge of oneself.
- ✓ Spending sometimes outside enable us to appreciate the same home cooking of mother and old boring stories of father
- ✓ There are so much Islamic history just waiting to be unearthed by traveling.

2.4 Halal Tourism Products in Bangladesh

Tourism products is the combination of accommodation, food and beverage, transportation, entertainment and many other goods and services that are used during travel time. This product can be tangible or intangible. Halal tourism products also the combination of accommodation, food & beverages, transportation with halal way which meet their needs in terms of Islamic rules and norms.

Halal tourism is the potential segment for Bangladesh to attract tourist from the Muslim countries and as well as non-Muslim countries. There are mentionable numbers of mosques, monuments, Islamic archaeological sites and shrimp scattered across the whole country these are the halal tourism products for Bangladesh. Alongside, Tasty Halal foods are also halal tourism product. The hotels those are maintains halal way of food catering, serving and accommodating peoples abide by Islamic rules are halal hotel. Decent dresses which allowed by the Islamic rules are also halal tourism product. And Bangladesh produces and sells many more decent dresses in daily life shopping malls. Foreign visitors will visit our Islamic destinations like Sixty Domes mosque, The Shah Jalal Shrine in Sylhet, Star mosque all are included in halal tourism product.

Few neighboring Muslim countries are developing and offering halal tourism to its Muslim tourist. In Malaysia, Indonesia, Brunei Halal tourism is better known as shari'ah tourism. They attract foreign tourist by their cultural knowledge, natural beauties, Islamic destinations, halal foods, secured & safe halal hotels. Malaysia has all the necessary ingredients of an ideal Islamic tourism destination. From Halal food to Islamic banking, Malaysia provides end-to-end Halal goods with universal appeal. It has enriched Islamic heritage sites to attract more Muslim traveler to their country. Now-a-days Malaysia is the one of the successful countries which is providing Halal tourism to the Muslim travelers.



Chapter-03-Organizational Profile

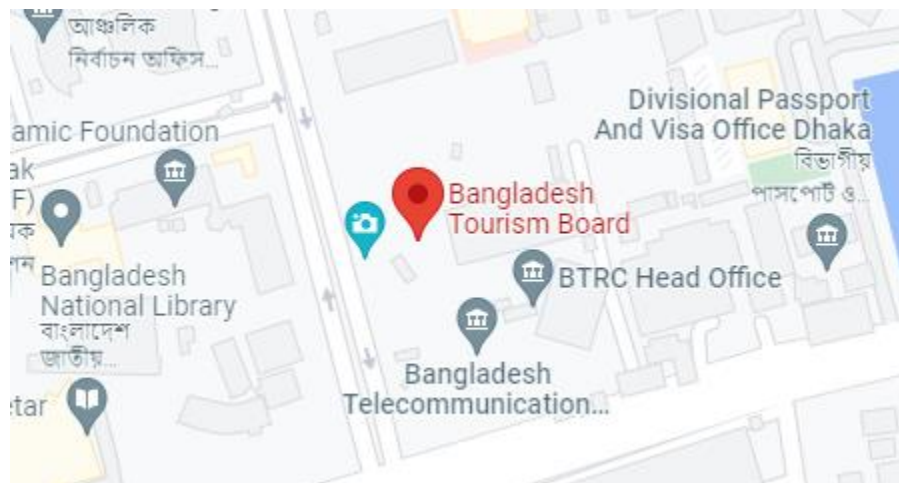
3.1 Introduction to Bangladesh Tourism Board

The Bangladesh Tourism Board is the country's national tourism body which is charged with promoting tourism and appropriate training. It is situated in Dhaka. The board's CEO is Javed Ahmed. The board was founded in 2020 as a legislative authority.

It is managed by Bangladesh Ministry of Civil Aviation and Tourism.

3.2 Location

It is situated on west Agargaon, Sher e Bangla Administrative area, Level 9&10, Parjatan Bhaban 1207.



3.3 Logo of Bangladesh Tourism Board

River is an important aspect of Tourism in Bangladesh. A boat is the first thing that comes in mind in thinking of river. So, the tourism of Bangladesh will be represented by sail.

The colors red and green reflect us as unique nation for creating a beautiful green country and achieving independence by unforgivable human sacrifices.



3.4 Main Job

The board will take care and lead in promoting and marketing of Bangladesh tourism in home and abroad. Board will also be involved in the formulation of tourist strategies and policies and also tourism businesses as well as encouraging foreign investment in the tourism sector.

3.5 Vision

The vision of the BTB is to establish Bangladesh as one of the major attractive and safest tourist destinations within South Asia.

3.6 Mission

The missions of the Bangladesh Tourism Board (BTB) are as follows:

1. Developing world-class tourism products and services using well-thought-out plans and sustainable development.
2. Use effective marketing strategies to promote the tourism products and services offered by Bangladesh.



Chapter-04-Methodology of the report

4.1 Research Design

To complete this report, I use both inquiry-based research and an exploratory research approach. For this purpose of completing the report, I have created a questionnaire (google form) to collect data from a target sample.

4.2 population selection

The population on which the study was conducted mainly comprise students who are studying in the field of tourism. Some of the job holder and some of the working in tourism industry. That means they potential components in this survey.

4.3 Sample size

The survey was conducted on 20 respondents. They are Muslims and likely to travel without sacrificing their values.

4.4 Source of data

Data necessary for conducting this research will be collected from both primary and secondary sources. The sources are given below-

4.4.1 Primary Sources

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

4.4.2 Secondary Sources

Secondary sources are text book, journal, websites, articles, magazines, newspapers.

4.5 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.

4.6 Data analysis techniques

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

4.7 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.

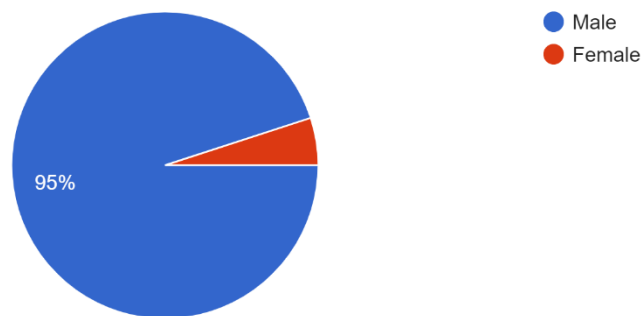


Chapter-05-Data analysis and findings

5.1 Respondents

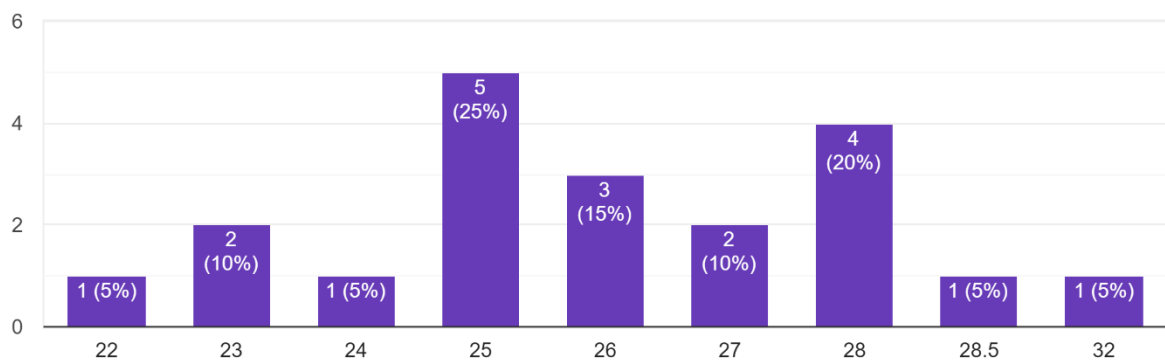
This study is concluded among both male and female respondents. 20 people agreed to response in this survey. Among them 95% were male and 5% were female participants.

Gender
20 responses

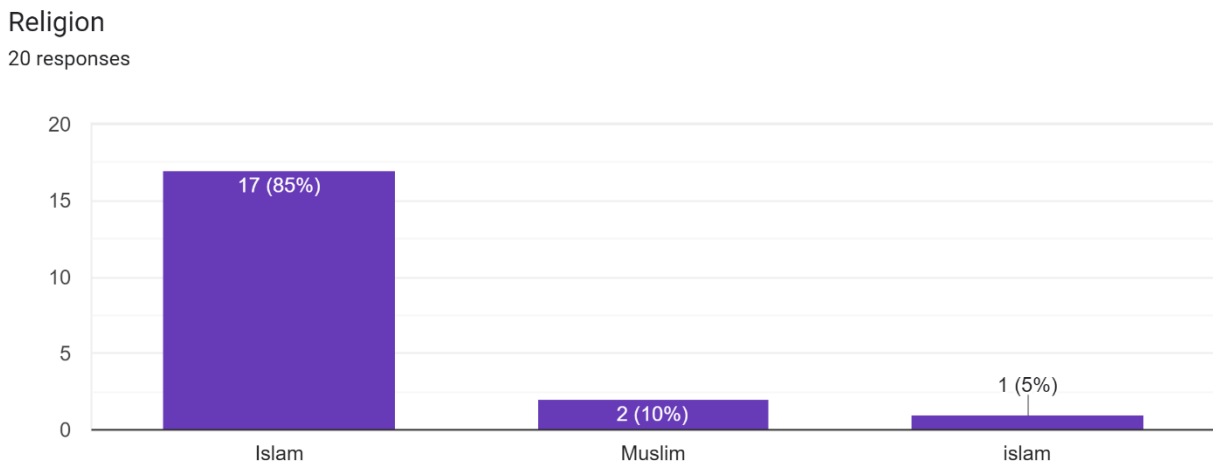


Most of the respondents ages are between 21 to 29 years. that means most of them are young and fitted for travel. They are also very passionate about it.

Age?
20 responses



Among the respondents all are Muslim and maximum of them practicing Muslim's rules. As, the study is about halal tourism, it is must to find the feelings, opinions, demands of those people who love to practice halal things and feel the importance of halal things, so this study is conducted among those who are Muslims.



5.2 Findings

1) Mention your favorite tourist destinations. (at least three)

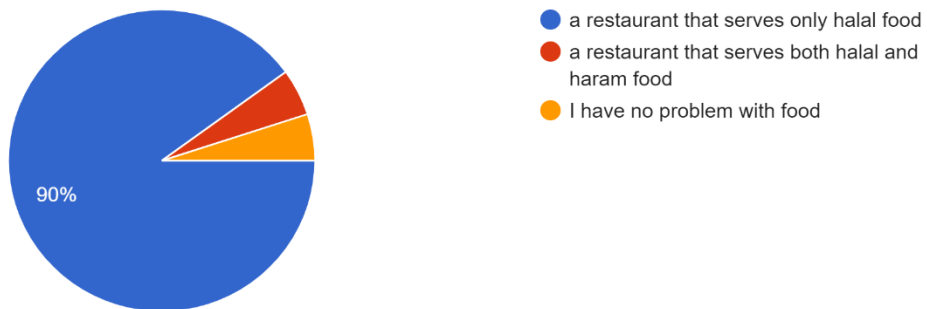
Bandarban, cox's bazar, saint martins were liked by maximum respondents. Few were visited foreign destinations and they liked the places and mentioned the name of places. Foreign destinations like Kashmir, gangtok, Meghalaya are very famous destinations to Bangladeshi travelers.

Bandarban
Nepal India Thailand
Kashmir
cox's bazar, Bandarban, Saint martin
Kuakata, saint martin, tekna
StMartin Nijhum Dweep Srimongol
Bandarban
Sajek, Saint marten, Cox's Bazar
Maldives, Meghalaya, Gangtok
Italy
Cherrapunji, Sandakhphu, Saint Martin

Sreemangal Bandorban Coz bazar
Sundarbans, Bandarban and saint martin.
St martin, sajek, cox bazar
St. Martin
Cox's Bazar, Saint Martin, sylhet
Cox's Bazar, Saint Martin, Nilgiri Bandarban
Bandarban, Saint Martin, Sajek

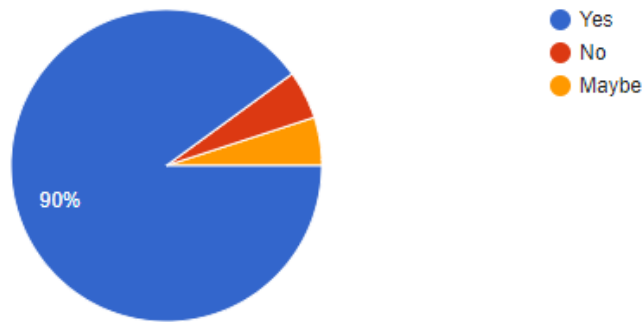
2) What do you consider during choosing restaurant food?

90% respondents choose a restaurant that server only halal food. 5% are ok with those restaurants which serves halal and haram food both. And 5% respondents have no problem with it either it is halal or haram food serves by the restaurants. Any restaurant owner can take in consideration to serve halal food for attracting more travelers who likes to eat halal food items.



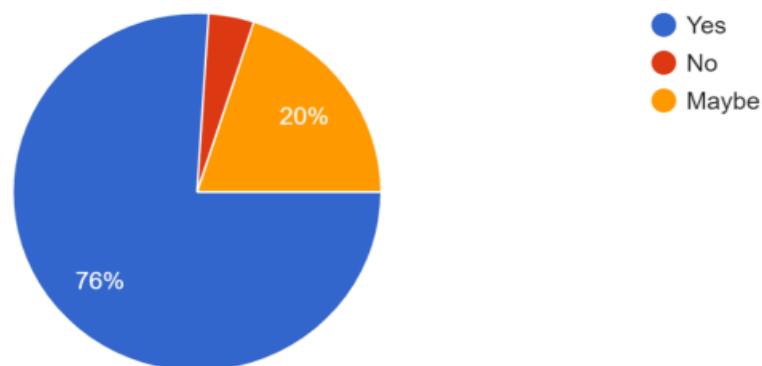
3) Do you show responsible behavior in tourist destination? Ex. Not harming the nature, not throwing waste here and there etc.

Ans: 90% respondents have given the positive answer. 5% respondents answered as may be. Few answered as 'No'. That means it is very justified to serve those tourists who practice halal things because they do all the thing and avoid things for the sake of Allah. They do good things whether other people appreciate or not. And this is very normal to expect responsible behavior in tourist destination from them.



4) Do you feel the necessity of separate zone or timing at tourist place for male and female? Ex. Separate entrance, sitting area etc.

Ans: Most of the respondents give the answer Yes. The percentage is 76% which big number where 20% said it 'may be' and 4% think that separate zone not needed. That means everyone think about their privacy. It is an important consideration for the service providers to give the highest satisfaction and comfort to the tourists. Maximum of the respondents felt the necessity of separate zone or timing when they traveled in many destinations which is observed in their replies.



5) As a Muslim what types of problems do you feel in a tour?

Ans: Muslim tourist particularly faces some problems during a journey or tour. Most of the respondents complain that they face problem in performing prayer and other problems like – safety & security, not having breaks for prayers during journey time which is mentioned as praying timing by one respondent. The other big problem is free mixing or free movement that means problem in doing Parda which is must. Here are the respondent's comments given below-

Halal food
Timely performing Salah.
shortage of places, where I can pray. curiosity about halal or haram food
Nothing at all!
Need to justify halal food and also culture
Prayer timing
I cannot find out proper prayer areas
Safety and security
Music problem
Alcohol
No problem
clean washroom, halal restaurant
Free movement of women everywhere

6) As a Muslim what types of halal activities do you want to do in a tourist destination?

Ans: all respondents were very positive about halal activities. They were very interested to share their thought about prayers and exploring the nature. Here is the result below:

5 times prayer, halal food, and dress code
Maybe spend some night time in a tent
No drugs
Prayer
Family picnic
Prayer Zone, Halal food

Establish Prayer
Don't think yet about it
Enjoying the nature
Salah
Knowing the new people
Spread Islamic vibes
I want to eat halal food at every time when i eat
Never thought about that.
To see the creatures of Allah
All kind of halal activities
1. Eating food 2. performing my prayer

7) Why should a Muslim travel? Give your opinion.

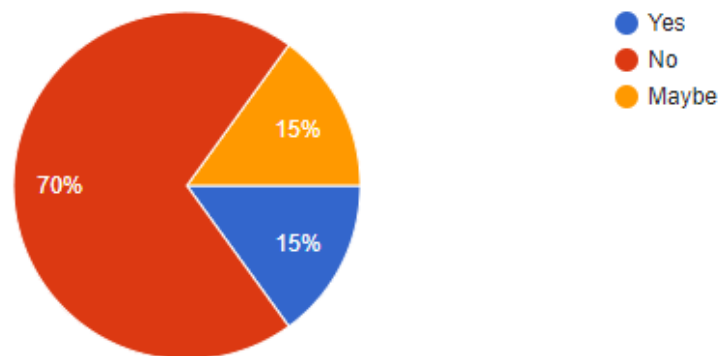
Ans: Traveling is humbling and help us practice humanity. Travel creates a better person, it takes ones out of his comfort zone and forces him to ask questions about who you are, why you are and what you are. The world is an amazing place full of amazing experiences waiting to be had. Every Muslim should travel, through travel we get to know God better. As all of the respondents are Muslim so, they gave their opinion on it. As follows:

Nothing but see the nature.
Travelling make people happy
Then we will be away from haram things and can perform our salah or halal activities in very calm way
i don't think, only Muslim friend is compulsory. but if we had Muslim travelers with us we can pray our salat by zamat and many more
So that they don't become a disoriented person
I think people should travel to know more.
Mind satisfaction.
Enjoying the beauty of God's creation and thanking him.
Enjoying the endless blessings of Allah, thanking him.
Muslim people need to travel and explore the world and spread the love for everything and everyone. Muslim people also travel for their pilgrim (Hajj) and also many more places for explore.
It increases the power of thinking
Spread Islam Getting Islam knowledge from others
To know the creatures of Allah

Why wouldn't they? The same reason people of other religion travels.
I can organize halal games
To know the world better and for dawah
To see the incredible creations of Allah

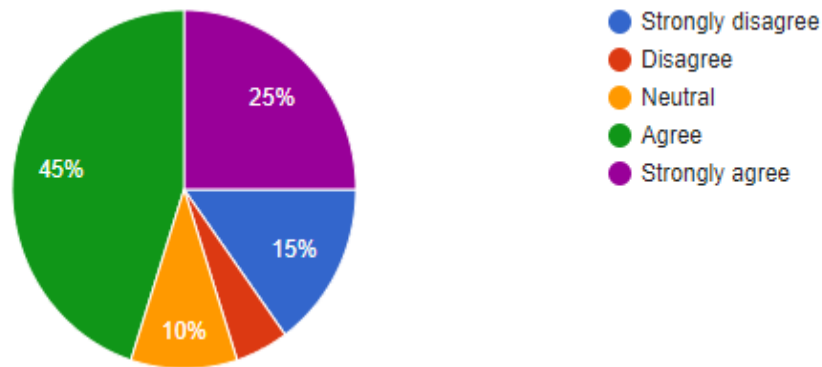
8) Have you faced any criticism for your Muslim dress code in tourist destination?

Ans: 70% respondents said NO, this is very positive in tourism industry for Muslims. And 15% said may be and others said NO. which must be taken in consideration otherwise it can be raised which can be alarming.



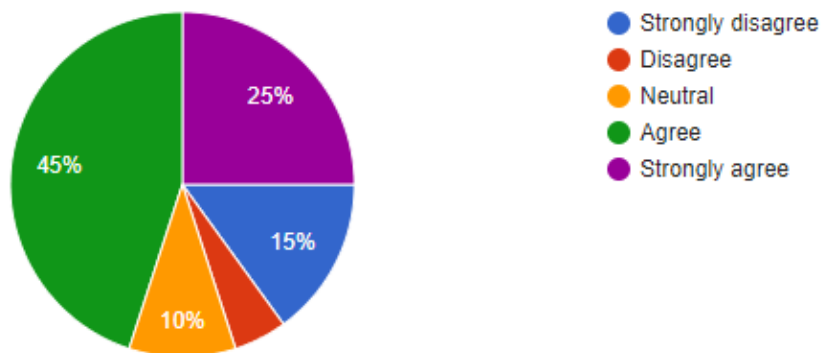
9) Visiting a place that has natural beauty makes one humble and grateful. Do you agree with that?

Ans: 45% respondents agreed the statement that visiting a place that has natural beauty makes one humble and grateful and 25% were strongly agreed with it. Maximum respondents were agreed to the question that indicates people think that the creation of Allah make people think again about their existences.



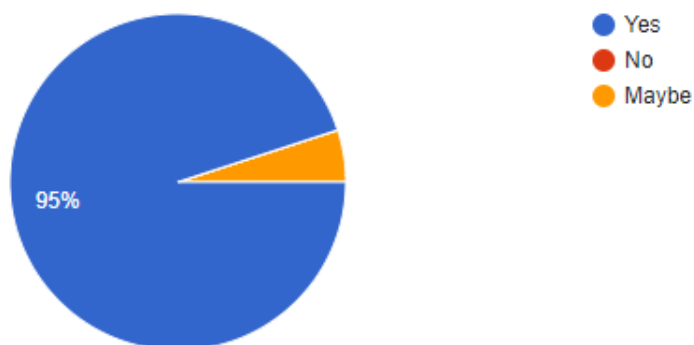
10) Visiting an archeological site makes one more satisfied with life as it gives a feeling of short-lasting. Do you agree?

Ans: 45% of respondents were agreed with the asked question and 25% were strongly agreed. 15% were disagree with the statement and 10 were neutral. That means an archeological site which used to be availed by powerful people but with the passes of the time it is no longer in use. It is an eternal reality of life is one has to die. So visiting this kind of side make one more satisfied with small things.



11) Do you feel the necessity of having prayer rooms or prayer hall when you are staying or visiting any hotel or resort?

Ans: maximum respondents answered as yes. As all of the respondents are Muslim so, they careful about prayer. They practice their religion even when they traveling. This is a part of halal tourism or halal friendly tourism.



5.3 Discussion

In the survey, all the respondents were Muslim who share their thoughts to us through the questionnaire. The ages of the respondents were 21 to 29 years old which is considered as a young generation. They are fond of traveling. They want to see the beautiful creations of Allah but without sacrificing their religious values and norms. They want to get halal food during their journey. They try to do their religious activities during the journey. Maximum of them want to enjoy their vacation but not mixing with haram activities or things. Halal tourism can be marketed by these types of Halal friendly travelers. So, it is the responsibility of the service providers to give them specialized services to get a large number of satisfied tourists as their customers. For example, maintaining food services considering halal and haram. Some of them expect a separate zone for females. So, it is not so difficult to keep a separate food corner, swimming pool areas for female tourists. They want to pray during a tour, so they need clean toilets, ablution and prayer places and schedules according to it. Promotions of these facilities can be a big opportunity to the service providers to get a big number of Muslim travelers.



***Chapter-06-Recommendation and
Conclusion***

6.1 Justification of halal tourism

Halal tourism is justified for a number of reasons. It has multifarious positive effect on society and country. They are given below-

H	Healthy and Harmless	Halal is healthy and harmless to human as well as the environment. It covers the ethical and moral aspects of Halal
A	Assured and Authentic	Any halal certified item is assured in quality and authenticity which also reflects the ethical and religious aspects of halal.
L	Lawful and legal	Any halal item is Shariah compliant and also legal to respective region, however, all legal items may not be halal. e.g. alcohol, pork, gambling etc.
A	Able to Sustain	Halal promotes animal welfare, social responsibility, environment-friendly, economic and social justice, and ethical investment. Moreover, the earlier three attributes indicate the ability of halal to sustain.
L	Loyal and Liable	Halal is loyal to its customers and simultaneously liable to keep the promises it providing quality products and services.

Source: International Journal of Business, Economics and Law, Vol. 18, Issue 3 (April) ISSN 2289-1552

6.2 Recommendations

6.2.1 Development of halal tourism

- ✓ Proper promotion of Islamic country's nature and beauties.
- ✓ The Airlines which owned by Islamic countries may offer halal food to all Muslim passengers and also this can be by other airlines.
- ✓ Future growth in Islamic finance is expected to support shariah-compliant tourism investment.
- ✓ Making Muslim friendly environment in hotels or natural areas like sea beaches.

- ✓ Each country should develop a food regulation and standards to provide the best services for Muslim travelers.
- ✓ Training the hotel staff about the Islamic values, teaching and principals.
- ✓ Preparing printed map or developing applications that indicate the location of the mosques within the destinations.
- ✓ Arranging the accommodation according to the Muslim needs like equipping every room a pointer to direction of Qibla. Providing prayers mats and facilitating congregational prayers.
- ✓ Offering big discounts by the hotels during Eid.
- ✓ Making marketing strategies to target the Muslim tourist for any destinations.
- ✓ Archaeological sites are need to be promoted among all over the tourist including Muslims.

6.2.2 How entrepreneurs or tourism businessman can take as opportunity

If Islamic banks helps the new entrepreneurs gives loan to start-up new business which mainly focused on Halal tourism, then they can attract more Muslim travelers to the destinations. Now a days halal tourism or Islamic tourism predict to become one of the most adaptable types of tourism. So, if anyone promotes his/her business as Muslim friendly then he/she can get extra more customer to him/her business.

6.3 Development Halal tourism in Bangladesh

Bangladesh is a Muslim majority country. So, it is expected that halal tourism should grow up in a quick way. Government should ensure the security of female tourist in the tourist destinations. We saw few incidents last year in Cox's bazar which will decrease female tourist's interest to visit and also family persons will think about go there with their family. Government should maintain strict rules for every incident in tourist areas which will be a part of halal friendly tourism. Government personnel should supervise the restaurant either they butcher the animal in halal way or not. Also, they are serving halal food or not to the Muslim tourist.

6.4 Conclusion

Halal tourism is now one of the fastest-growing parts of local and global tourism business. Muslims and non-Muslims both are expressing interest in the tourism industry which indicates the bright future of this industry. Although Bangladesh has huge number Muslim tourists, halal food and Muslim friendly environment, Bangladesh hasn't yet to gather international attention in this area for a variety of reasons. The mass people are unaware of the benefits and prospects of halal tourism. However, the government, universities and stakeholders of tourism business must take proper steps to raise public awareness about Halal tourism. Government should develop proper Halal tourism policy. It can be done by branding, highlighting and promoting halal tourism among tourist and mass people to achieve the best results regard this growing sector. Hopefully very soon Bangladesh will establish as one of the best Halal tourist destinations in South Asia.

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Appendix

The questionnaire is given below –

Name

Gender

Age

Religion

1 Mention your favorite tourist destinations. (at least three)

Ans:

5 what to you consider during choosing restaurant for food?

Ans: a restaurant that serves only halal food

A restaurant that serves both halal and haram food

I have no problem with food

4) Do you feel the necessity of separate zone or timing at tourist place for male and female? Ex. Separate entrance, sitting area etc.

Yes

No

May be

5) As a Muslim what types of problems do you feel in a tour?

6) As a Muslim what types of halal activities do you want to do in a tourist destination?

7) Why should a Muslim travel? Give your opinion.

8) Have you faced any criticism for your Muslim dress code in tourist destination?

Yes

No

May be

9) Visiting a place that has natural beauty makes one humble and grateful. Do you agree with that?

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

10) Visiting an archeological site makes one more satisfied with life as it gives a feeling of short-lasting. Do you agree?

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

11) Do you feel the necessity of having prayer rooms or prayer hall when you are staying or visiting any hotel or resort?

Yes

No

May be