

HALAL TOURISM: DEFINITION, JUSTIFICATION, AND SCOPES TOWARDS SUSTAINABLE DEVELOPMENT

MD SIDDIQUE E AZAM
MOHA ASRI ABDULLAH
DZULJASTRI ABDUL RAZAK

ABSTRACT

Sustainability is a worldwide concern embedded in every sphere of human life including economic, environmental, and as well as social aspects. Similarly, tourism is one of the major areas of many economies where sustainability is a rising concern. Sustainable tourism has been defined by several organizations like WTO, ICOMOS, and many studies as well. Additionally, Halal tourism, often termed as Islamic tourism or Muslim friendly tourism, is a new concept in the tourism industry that opens up new and exciting opportunities for enhancing economic growth. The idea 'Halal' additionally relates the idea 'Toyyib' which means great. Along these lines, the importance of 'Halal' is anything which is allowed by sharia'h and great for human being. The coordination of moral qualities alongside religious qualities opens up the limit of halal tourism from 2.8 billion Muslim consumers to non-Muslim consumers too around the globe. The fusion of halaln-toyyiban (Lawful and goodness) can be related to every field of sustainability. Halal tourism, one of the components of the Halal industry, in fact, addresses a few of the seventeen sustainable development goals (SDGs) and can have a significant contribution towards sustainability. It has now become a lifestyle choice of Muslim travelers and also drawing the attention of non-Muslims as well. Recent data shows Muslim spending on Halal travel was USD169 billion in 2016 and estimated to reach USD283 billion by 2022. It is essential to understand and also spread the sustainable aspect of Halal tourism in the global economy which can enhance the growth of the industry. This perspective will also make all consumers welcome and accept halal tourism keeping aside any religious zeal. Based on literature review and secondary data, this paper defines and justifies the term 'Halal' accepted and welcomed by all. The study provides the definition of Halal in the form of a table where the term has been adopted as an acronym. Each letter of the acronym HALAL stands for different attributes of Halal concept. Combining all these aspects together completes the definition of Halal. The definition of Halal tourism has also been deducted integrating all the aspects (Shariah law, target customer, destination, purpose, and product and services) together to be covered in terms of both sustainable and halal tourism. Simultaneously, it justifies the definitions of tourism from both sustainable and Islamic perspective. The study also identifies how halal tourism addresses four important SDGs and contributes towards sustainable development. Additionally, and it explores the scope of halal tourism to contribute more in relation to other SDGs in a greater extent. This paper contributes to the halal industry, that represents Islamic economy as well, providing a universal definition of Halal, clarifying the sustainability perspective of both Halal and halal tourism, and identifying the SDGs addressed by Halal tourism. This study opens up greater research scopes regarding other components of Halal industry and sustainable development.

Keywords: Halal Tourism, Definition, Sustainable development, Muslim friendly tourism

INTRODUCTION

Halal industry is the fastest growing industry in the economy globally having an annual growth rate of 20 percent. As of 2016 the global halal market size was estimated to be US\$5.73 trillion and projected to reach US\$6.53 trillion by 2024 (*Data source: www.reportbuyer.com/*). One of the potentials and rapidly growing components of the Halal industry is its tourism sector. Recent data shows Muslim spending on Halal travel was USD169 billion in 2016 and estimated to reach USD283 billion by 2022 (Thomson Reuters and DinarStandard, 2017). The number of Muslim travelers was estimated at 131 million globally (11% of international travelers globally) and forecasted to grow 156 million by 2020 (Crescentrating, 2018). The current Muslim population is 2.18 billion which is 28.26% of the total population is increasing at 1.84% a year ("Muslim Population in the World," n.d.). Moreover, Muslim average per capita income (GDP) has risen from USD\$1763 to USD\$10,728 from 1993 to 2015 and the 57 OIC countries have a combined GDP of USD27.9 trillion ("Economy of the Organisation of Islamic Cooperation," Wikipedia, 2015). Such statistics show the potential opportunities of Halal travel industry to tap into the global Muslim consumer market.

However, the concept '*Halal*' is not limited to Muslim consumers only, although the prime target is the Muslim consumers. The word halal is rooted from an Arabic word which means 'permissible' or 'lawful' according to the Islamic rules and regulations. Additionally, the word associates '*Toyyibaan*', which means 'good' for human being. Thus, all halal components of the halal industry including Halal travel sector provide products and services which are good and quality for the consumers. It is well accepted by non-Muslim consumers as a lifestyle choice because of the values promoted by halal industry such as animal welfare, social responsibility, environment-friendly, stewardship to earth, economic and social justice, and ethical investment (Pacific, 2010).

Simultaneously, the global halal industry is still facing challenges in terms of creating awareness among the consumers, especially non-Muslim consumers, about the definition of 'halal' which is beyond religion and has an implication to all human life in the world. The halal travel industry is not an exception to such issues and challenges. Such issues lie within all the components of halal travel chain that includes halal foods, halal hotel and restaurant, Muslim friendly guide, Halal medical care, halal logistics,

and other products. Many consumers around the world especially non-Muslim consumers have a stereotype perception that the halal products are Islamic and only meant for Muslims (Haque, *et. al* 2015). While targeting Muslim consumers, Halal industry should not forget the huge size of non-Muslim travelers. Recent data shows, international travelers around the world was 1.19 billion in 2015 and projected to exceed 1.8 billion by 2030 (“Global travel and tourism industry - Statistics & Facts | Statista,” n.d.). It is possible to tap into the non-Muslim consumer market also by clarifying the universal concept of Halal and halal tourism and by increasing awareness on this among both Muslim and non-Muslim consumers.

The halal concept also adopts sustainable development which is a worldwide concern embedded in every sphere of human life including economic, environmental, and as well as social aspects. Similarly, tourism is one of the major areas of many economies where sustainability is a rising concern. Sustainable tourism has been defined by several organizations like WTO and many studies as well. Additionally, Halal tourism, often termed as Islamic tourism or Muslim friendly tourism, is a new concept in the tourism industry that opens up new and exciting opportunities for enhancing economic growth. Halal industry, in fact, addresses a few of the seventeen sustainable development goals (SDGs) and can have a significant contribution towards sustainability. It is, therefore, essential to clarify the definition and concept of both halal and halal tourism. It is crucial to remove any misconception among the non-Muslim consumers and grow a universal positive perception by all level of consumers globally.

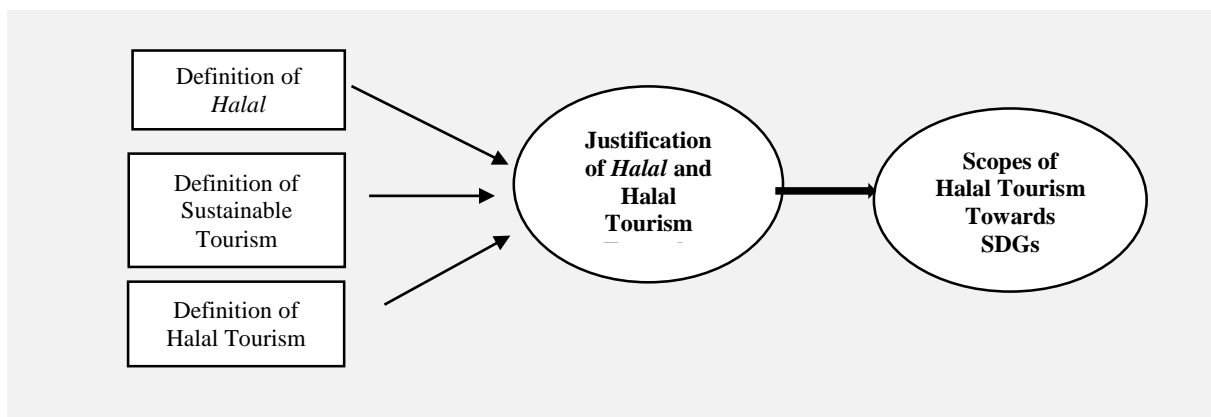
On this regard, this paper aims to provide a universal definition of ‘*Halal*’ to be accepted by all level of consumers and make them grow a positive perception towards halal products and services. Another objective of this paper is to justify the definition of ‘*Halal*’, developed from this study, in relation to the halal travel industry and define halal tourism compared to sustainable tourism. At the same time, the study also aims to see how halal tourism contributes towards SDGs and what are the scopes towards sustainable development.

A study framework (Figure-1) has been developed based on the objectives set in this study. The following sections start with defining *Halal* based on definitions given by previous studies and organizations. Additionally, it reviews definitions of both sustainable tourism and Halal tourism to justify the definition of Halal tourism in relation to sustainability. Finally, the paper justifies the role of Halal tourism towards sustainable development by reviewing the literatures and exploring relation and scopes of Halal tourism towards certain Sustainable Development Goals (SDGs).

The methodology applied was reviewing literatures and secondary data from available resources through library search that comprised of online and offline materials like articles in journals, newspaper, books and thesis and data from different statistical websites and research papers.

STUDY FRAMEWORK

Figure 1: Study Framework



DEFINITION OF HALAL

The concept ‘*Halal*’ has been defined by many scholars, researchers as well as organizations. The literal meaning of *Halal* can be expressed by its root words *halla*, *yahillu*, *hillan*, *wahalan* which indicates anything that is permissible and lawful, and not prohibited in Islam (Al-Qaradaawi, 2013). Similar definitions were given by Farki, 1966, and Awan, Siddiquei, & Haider, 2015. This permissibility aspect of *Halal* is applicable to every sphere of human lives as Islam provides complete guidelines on that. This includes guidelines on human consumption, worship, and social, environmental, economic, as well as political conducts (Hussain & El-Alami, 2007).

The definition, given by JAKIM, 2015 in Manual Procedure for Malaysia Halal Certification (third revision), aims for Muslim consumption regarding products and services in the Halal industry. It comprises of several criteria that include- animal welfare (slaughtering aspects), free from *najs* (impurity), free from any adulteration or intoxication, hygienic and not poisonous or harmful to health (i.e. healthy), and compliant to Shariah law (i.e. lawful) (JAKIM, 2015). The definition also adopts Trade description

order 2011 and 2012 order of Malaysia which indicates it also abides by the country’s law. At the same time, similar guidelines were given at global level on using the term ‘Halal’ based on its definition by FAO (Food and Agriculture Organization of United Nations) and WHO (World Health Organization), 1997 and MoA (Ministry of Agriculture), n.d. Thailand. Moreover, the definition in Brunei and Indonesia also supports the aspects mentioned earlier although it differs in certain points of practices because of different *Mazhabs* (Surianom Miskam *et. al.*, 2015).

While defining *Halal* in the business industry, *toyyiban* (good) associates to *Halal*. The *Halalan-Toyyiban* aspect assures the quality of the product or services in the Halal industry while meeting the shariah guidelines (Malaysian Standards (MS) 1500, MS:2400). Simultaneously, it was found that Halal awareness of manufacturers and business players is not just about maintaining shraia’h compliance, but also related to food safety, animal welfare, and environmental sustainability (Nor Ai’han Mujar, 2015). On this similar context, Amat, 2006, and Gohnaz, Zainalabidin, Nasir, & Chiew, 2010 in their paper mentioned *Halalan Toyyiban* concept as to maintain hygiene, cleanliness, the safety of both foods and premises according to the standards provided to ensure the quality. The studies also state the acceptance of Halal products by non-Muslim consumers is because of the *Toyyiban* concept. Additionally, Walker (1978) comments on the purity concept of *Halal* brand, as the loyalty of the brand to its customers to provide quality which depends on morality.

The rapid growth of Global Halal industry (20 percent annually) with a global market value of US\$2.3 trillion (excluding Islamic finance) proves the worldwide acceptance of Halal products and services (Thomson Reuters and DinarStandard, 2017). The integration of ethical values along with religious values opens up the boundary of the halal industry from 2.8 billion Muslim consumers to non-Muslim consumer as well around the world. It is well accepted by non-Muslim consumers as a lifestyle choice because of the values promoted by halal industry such as animal welfare, social responsibility, environment-friendly, stewardship to earth, economic and social justice, and ethical investment (Pacific, 2010).

To conclude, the review on the definition of *Halal* is to imply the assurance in Halal items consumption without any doubt about its quality, loyalty, and Shariah compliance relating to halalness. Such, concept influences Muslim as well as non-Muslim consumers to take right decisions while purchasing any product or services (Yusniza Kamarulzaman, Azian bin Madun, 2017, Majid *et. al.* 2015)

DEDUCTION ON THE DEFINITION OF HALAL

From the review of literature on the definitions of *Halal* by different scholars and institutions, it has been realized that all of these definitions agree with the religious aspect of *Halal* which is Islamic. At the same time, quality assurance, hygiene maintenance, and animal welfare have also been supported. Moreover, literatures also advocate the sustainability aspect of Halal products and services. However, none of these definitions combines all the aspects together.

Therefore, **Table 1** has been deducted from this study to define *Halal* covering all its aspects. The table considers HALAL as an acronym comprising different attributes of Halal products and services. The acronym adopts all the aspects (religious, ethical, and sustainable) of *Halal*. Combining all the attributes together forms the definition of Halal.

Table 1: Definition of Halal

		Justification	References
H	Healthy and Harmless	<i>Halal</i> associates the concept <i>Toyyiban</i> which ensures <i>Halal</i> is healthy and harmless to human as well as the environment. It covers the Ethical and Moral aspects of <i>Halal</i>	JAKIM (2015), FAO and WHO (1997), Surianom M. <i>et. al.</i> (2015), Haque <i>et. al.</i> (2015), Willson (2014)
A	Assured and Authentic	Any <i>Halal</i> certified item is assured in quality and authenticity which also reflects the ethical and religious aspects of <i>Halal</i>	Majid <i>et. al.</i> 2015, Nor Ai’han Mujar, 2015, Amat, 2006, Walker (1978)
L	Lawful and Legal	The literal meaning (permissibility or lawful) of <i>Halal</i> specifically reflects the Islamic aspect. However, the definitions, given by different regulatory bodies, also adopts the country laws (e.g. Trade description act, animal welfare act etc.). Therefore, any <i>Halal</i> item is Shariah compliant and also legal to a respective region. However, all legal items may not be <i>Halal</i> . e.g. alcohol, pork, gambling etc.	Qaradaawi, 2013, Farki, 1966, (Hussain & El-Alami, 2007, Awan <i>et. al.</i> 2015, JAKIM, 2015, FAO and WHO (1997), Surianom M. <i>et. al.</i> (2015)
A	Able to sustain	<i>Halal</i> promotes animal welfare, social responsibility, environment-friendly, stewardship to earth, economic and social justice, and ethical investment. Moreover, the earlier three attributes indicate the ability of <i>Halal</i> to sustain.	Pacific, 2010, Battour & Nazari Ismail, 2015.
L	Loyal and Liable	<i>Halal</i> is loyal to its customers and simultaneously liable to keep the promises it promotes providing quality products and services.	Yusniza K., Azian bin Madun, 2017, Majid <i>et. al.</i> 2015, Walker (1978)

Source: Author’s source

Sustainability is a worldwide concern embedded to every sphere of human life including economic, environmental, and as well as social aspects. Similarly, tourism is one of the major areas of many economies where sustainability is a rising concern. Sustainable tourism has been defined by several organizations like WTO, UNESCO, and many studies as well. Following sections review literature on the definition of both Sustainable and Halal tourism. Then, it explores the relation of Halal tourism towards sustainable development.

SUSTAINABLE TOURISM

Tourism is a service industry largely depends on human resources. It has an environmental, economic, and socio-cultural effect on bio-diversity which makes it crucial to becoming sustainable. Sustainable tourism contributes towards achieving the shared goals of Sustainable Development Goals (SDGs). The conservation of tourist sites and habitats are contributed using the revenues generated from the visitors (source: *World Tourism Organization*). Globally, there are 900 million visitors every year (ETE Ecological Tourism in Europe, n.d.). sustainable tourism can play a significant role in creating awareness on environmental sustainability and biodiversity conservation among the huge size of travelers around the world.

According to the definition given by World Tourism Organization (UNWTO), sustainable tourism is envisioned to adopt a number of sustainable efforts which include, meeting the needs of tourists, protecting the host region to extend the future opportunities, and providing economic, social, and aesthetic needs of consumers in a balanced manner by utilizing the available resources. Additionally, the definition also sets objective to sustain biodiversity, maintain cultural integrity, and the essential ecological process. Overall, sustainable tourism protects the benefits of economic and social aspects of the industry while minimizing the negative effects on all the aspects (nature, history, culture, and environment) related to the industry development (ETE Ecological Tourism in Europe, n.d.).

The definition of sustainable tourism has been given by many other organizations, researchers and academics where the main objectives are similar as stated by UNWTO. For example, International Council on Monuments and Sites (ICOMOS) refers all the activities in tourism that can be managed for the long term and have a positive impact on society, environment, culture, nature, and the economy of the region where it takes place (WTO and ICOMOS, n.d.).

HALAL TOURISM

Halal tourism often termed as Islamic tourism or Muslim friendly tourism, is a new concept in the tourism industry that opens up new and exciting opportunities for enhancing economic growth (Battour & Nazari Ismail, 2015). Islam provides guidelines in every conduct of human life. Tourism, a vital segment of most of the economies, is not an exception. In the Islamic point of view, the term '*Halal Tourism*' can be justified by integrating and adopting the definition of '*Halal*' mentioned earlier in this study.

The definition of tourism given by UNWTO includes the aspects of target consumer, destination, the purpose of travel, and products and services offered. Similarly, a number of studies have defined Halal tourism as well where different definitions considered different aspects along with Islamic law. For example, Jafari and Scott (2014), in their definition considered meeting the need of tourists in respect of Shariah law and its requirement. Additionally, target consumer, destination, and Islamic law were taken into consideration in the definition given by Carboni et al. (2014). In line with this definition, Zamani and Henderson (2010) define Islamic tourism as a product of the travel industry for Muslim tourists only in Muslim culture. The definition doesn't consider Shariah law and states it can be expanded to target non-Muslim consumers also. A study by WTM (2007), perceives Halal tourism as religious tourism focusing on Shariah law to maintain regarding any action in the tourism business. On the contrary, Henderson, (2009), Javed, (2007), and Shakiry (2006) in their study claims on Islamic tourism to be beyond religious limitations and can be any tourism which doesn't go against Shariah law.

To summarize the definition of Halal tourism based on the literature, Table-2 has been deducted. The table shows the different aspect to be considered in Halal tourism and the coverage areas of each aspect.

The most cited meaning of *Halal*, as discussed earlier, is permissibility or Lawful. Likewise, tourism to be called '*Halal tourism*' must be in-line with sharia'h law. It is essential to know the founding objectives of Islamic law, *Maqasid-al-Sharia'h*, to understand how Halal tourism can contribute towards sustainability. *Maqasid-al-Sharia'h* which is originated from Quran and Sunnah sets five principal objectives that include preserving faith (religion), preserving life, preserving mind/intellect, preserving wealth (resources), and preserving lineage (next generation). These objectives are considered as the first level of necessity (*daruriyyat*) also (Shahwan & Mohammad, 2013, Jasser Auda, 2007).

In the words of Jasser Auda, 2007, "*Islamic law drive for a just, productive, developed humane, spiritual, clean, cohesive, friendly, and highly democratic society*". Therefore, Halal tourism can play a significant role towards achieving sustainable development goals (SDGs) by following the Shariah guidelines and it justifies the definition of sustainable tourism.

Table 2: Aspects to be covered by the definition of Halal Tourism

Aspects to consider	Areas to cover and limitations of each aspect
Shariah Law	Any action in relevant to tourism which doesn't contradict to Islamic law. It should also abide by the standards provided by the regulatory bodies in the respective country
Target Consumer	The focus should be on Muslim consumers globally attracting non-Muslims consumers as well
Destination	Should not be limited to the Muslim world only as Islam encourages traveling (Al Quran 10:6, 45:3, 12:105, 31:31, 22:46).
Purpose	Religious (Hajj and Umrah) as well as any other purpose (business, leisure etc.) that doesn't go against Islam.
Products and Services	According to Muslim faith-based needs which can also be consumed and accepted by non-Muslims. Meets the <i>Halal</i> definition stated earlier in this study.

Source: Author's source

JUSTIFICATION OF HALAL TOURISM TOWARDS SUSTAINABLE DEVELOPMENT

SDGs, also known as *Transforming our World: the 2030 Agenda for Sustainable Development*, is a set of 17 aspirational “global goals” and 169 targets adopted in 2015 by all the 193 UN member states. It is important to know the ecosystem of Halal travel where each component will lead the industry achieving sustainable development. The key players in Halal travel ecosystem are transportation infrastructure (airlines, cruise, buses and trains), accommodation infrastructure or hospitality supplier (Muslim friendly hotels, beach resorts, homestays etc.), food & beverage or catering, channels or travel agencies (halaltrip.com, halalbooking.com etc.), attraction and entertainment infrastructure, and education and healthcare infrastructure (Thomson Reuters and DinarStandard, 2017). All these components connected to Halal travel industry have their respective responsibilities towards SDGs. Following literatures identify the SDGs addressed by halal tourism.

GOOD HEALTH AND WELL-BEING OF SOCIETY (3RD SDG)

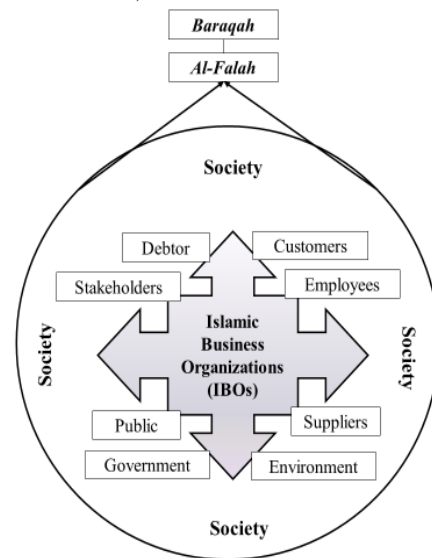
In the context of sustainable development, corporate social responsibility (CSR) is a crucial role should be performed by all industry level as well as individual level. Islam puts maximum importance on the philanthropic responsibility and also encourages it in the form of providing *zakat*, *sadaqah*, and other charity activities (Al Quran: 21:73; 2:219; 6:141; 2:215; 17:26-29; 7:156; 9:60; 2:276). *Zakat* and *Sadaqah* are to ensure a fair distribution of wealth to minimize the gap between rich and poor. This is to promote the wellbeing of society (Khairunisa, 2016). Halal tourism being the component of the Halal industry has the Islamic CSR responsibilities that is comprised of economic, legal, ethical, and philanthropic responsibilities (Ibrahim, Zakiah, Samsi, & Ahmad, 2010). The Islamic CSR model by Muhammad, 2007 (Figure-2), shows the ultimate objective of the Islamic business organizations (IBOs) should be to achieve the blessings (*Baraqah*) of Allah which will lead them to eternal success (*Al-falah*). Halal tourism companies should put themselves in place of IBOs and perform their business activities accordingly.

Halal travel packages also ensure providing halal foods and beverage which are healthy and quality by the definition of Halal. Moreover, Halal travel industry is also concerned about the safety and physical health of the travelers during traveling. It provides advanced healthcare treatment which is in-line with the Islamic values and needed by Muslims. For example, KPJ Healthcare Bhd. (Malaysia), hi-tech bracelets by Saudi Arabia for Hajj safety, travel insurance etc. (Thomson Reuters and DinarStandard, 2017).

GENDER EQUALITY: ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS (5TH SDG)

The ethics and values in Islam ensure gender equality by providing guidelines in the laws, policies and practices by Muslims. Quran, the holy book for Muslims, itself mentions about the gender equality, respect for women, protecting their dignity and empowering them (Al-Quran, 4:135, 17:70, 9:17, 49:13). Likewise, Halal travel industry can play a significant role to address the 5th SDG ensuring gender equality. Some initiatives have already been taken by different halal travel companies on this regard. Examples include New properties of Time, the UAE based halal hotel chain, in Dubai will be operated by women; Air India launches a special section for females only to face sexual harassment; separate health fitness

Figure 2: Islamic Perspective of Corporate Social Responsibility
(Source: Muhammad, 2007)



and swimming pool services for Muslim women by different shariah compliant or Muslim friendly hotels (Thomson Reuters and DinarStandard, 2017)

DECENT WORK AND ECONOMIC GROWTH (8TH SDG)

Islam always encourages business and economic development. In fact, the profession of Prophet (PBUH) was business. Additionally, Islam also ensures economic development through decent work and business by stating what is *Halal* and *Haram* (prohibited). For example, the prohibition on bribery and usurping other's property (Al-Baqarah:188), fraud (Al Imran: 161), stealing, robbery, gambling, wine and its business (Al-Maida:90), pornography (Al-Noor: 19), interest/riba (Al-Baqarah:275).

Halal travel industry addresses the 8th goal of sustainable development by adopting the Islamic values which are evident by its global economic growth and activities. The Muslim spending in 2016 in travel sector experienced a growth rate of 11.8% from the previous year which is projected to reach US\$283 billion by 2022 with a CAGR of 9 percent (Thomson Reuters and DinarStandard, 2017). Malaysia leads with the maximum Global Islamic Economy (GIE) indicator in the Halal industry among 73 countries. The GIE score considers the social contribution of Halal industry by respective countries as one of the indicators. The contribution is significant in the form of employment creation. The decent economic growth of Halal travel industry is also realized by the arrival of 131 million Muslim globally in 2017. Out of 130 destination countries of Halal tourism in 2017, 82 were non-Muslim countries and 46 were Muslim countries (Crescentrating, 2018).

In line with the objectives set by UNWTO in the definition of sustainable tourism, Al-Hamarneh, 2004 summarizes the context of Islamic tourism into three main aspects. Firstly, the revival of Islamic cultures and disseminating of Islamic values, secondly, economic development for Muslim society, and finally, introducing the true Islamic identity and belief to the world having negative perceptions towards Islam.

RESPONSIBLE CONSUMPTION AND PRODUCTION (12TH SDG)

The most widely accepted definition for sustainability is “*meeting the needs of the present generation without compromising the ability of future generations to meet their own needs* (Brundtland, 1987).” Following the definition, Halal tourism is booming recently because of two reasons. Firstly, it is open for everyone and elsewhere (Jelani, 2017:7). Secondly, besides all consumers, it is responsible to specifically addresses the need of 2.18 billion Muslim consumers globally regarding their demand of Halal products, Islamic customs, values, and culture (Ahmed & AKBABA, 2018).

Islam warns against any irresponsible use of resources both in the Quran and Sunnah. It is found from a number of hadiths that Prophet (PBUH) warned any abuse and excessive use of resources (Islamic world, 2002). In Quran the responsible consumption in terms of *Halal* and *Toyyiban* by all the Muslims has also been emphasized by Allah (SWT) (Al-Quran 2: 168, 172, and 51). The *Halal* concept ensures responsible production as well as responsible consumption. A Halal business is responsible to maintain certain standards e.g. cleanliness, hygiene of the environment, animal welfare etc. from farm to table (JAKIM, 2015). Because of such responsible concept, a number of countries have adopted it to develop an international standard for their food industry (Haque et al., 2015, Afendi *et. al* 2014).

Having said that, Halal tourism is responsible to deliver travel packages and all other products and services according to the need of the travelers especially Muslim consumers. Some of the responsible production of Halal travel industry that address the need of the consumers are- halal foods, Muslim friendly hotels and beach resorts, airlines, theme parks, halal tourism packages, health care, Takaful medical (insurance), travel agencies and digital applications (Thomson Reuters and DinarStandard, 2017, Crescentrating, 2018).

SCOPES OF HALAL TOURISM TOWARDS SUSTAINABLE DEVELOPMENT

LIFE BELOW WATER (14TH SDG) AND PROTECT, PROMOTE, AND RESTORE SUSTAINABLE USE OF LIFE ON LAND (15TH SDG)

Biodiversity conservation includes protecting and promoting sustainable use of both terrestrial ecosystem as well as life below water. The relationship between tourism and biodiversity conservation has been recognized as an important issue by the Convention on Biological Diversity (CBD) (ETE Ecological Tourism in Europe, n.d.). Halal tourism has a potential scope and can play a significant role to achieve these two SDGs by adopting CBD guidelines into the Halal tourism standards.

Halal tourism has the scope to contribute more towards sustainable development regarding the SDGs mentioned earlier. For example, the 5th SDG can be achieved by involving Muslim women in entrepreneurial business. Entrepreneurship in Halal tourism may involve halal travel packages, halal foods and restaurant, and Muslim friendly homestay. Moreover, women can play a significant role in modest fashion sector of the Halal industry to meet the demand for modest dresses like swimming suit, hijab, Burkha, etc. for Muslim women during traveling. Additionally, spa and fitness services are demanded by Muslim women travelers in separate which is expected to be shariah compliant (Thomson Reuters and DinarStandard, 2017, Crescentrating, 2018). Muslim women entrepreneurs can tap into this field to empower themselves and serve the Muslim community.

CONCLUSION AND RECOMMENDATIONS

The paper provides a tabular definition of *Halal* based on the reviewed literature which was the first objective of the study. The definition adopts the word 'HALAL' as an acronym where each letter stands for certain attributes to define any halal product or services. The different attributes of *Halal* mentioned in the definition are supported by a number of previous studies. This definition will be able to influence both Muslims and non-Muslim consumers as it adopts both Islamic and sustainability aspect of enjoying any halal-certified product or services. In-line with the second objective of the paper, the definition of Halal tourism has been justified in relation to the definition of sustainable tourism. Table-2 was deducted to justify the definition of Halal tourism where the table shows all the aspects to be covered while defining Halal tourism. The different aspects include sharia law, target consumers, destination, purpose, and products and services in tourism. Integrating the formulated definition of *Halal* and the definition of sustainable tourism into Halal tourism, four important SDGs have been identified where Halal tourism is showing its impressive performance. The four SDGs, which were found to be significantly related to Halal tourism, is Good Health and Well-being of Society (3rd SDG), Gender Equality (5th SDG), Decent Work and Economic Growth (8th SDG), and Responsible Consumption and Production (12th SDG). Halal tourism was also found to have potential scope to contribute towards achieving Life Below Water: (14th SDG), sustainable use of life on land (15th SDG), and Gender Equality (5th SDG). Adopting the Halal concept in one's business or choosing the halal industry as his/her business option is actually contributing towards sustainability. For Muslim business ventures, the spiritual reward is an added achievement. Thus, it is essential to promote the sustainable concept of Halal industry amongst all economy to enhance the efficiency of achieving SDGs. However, Halal tourism along with all the other sectors of halal industry have greater scope and a prospect to contribute towards sustainable development by developing a unified standard to maintain globally, which is currently the biggest limitation of the industry. While developing standards, the policymakers should emphasize the sustainability aspect together with the religious and other aspects equally, as mentioned in this study.

The paper was limited to only one sector, Halal tourism, of Halal industry because of the extent of the study. Future study can focus on other sectors of the Halal industry relating sustainable development and explore the possibilities. There could be more scopes for halal tourism towards sustainable development which may not be addressed in this study and should be explored by future studies. Moreover, the findings do not reveal the issues and challenges faced by Halal tourism which is another limitation of the study. Search of scopes was limited to only in terms of sustainable development, whereas opportunities in halal tourism prevail globally which is another scope for future studies to be explored.

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Md Siddique E Azam

International Institute for Halal Research and Training (INHART)
International Islamic University Malaysia (IIUM), 53000 Gombak, Malaysia
Email: siddique77hstu@gmail.com

Dr Moha Asri Abdullah

International Institute for Halal Research and Training (INHART)
International Islamic University Malaysia (IIUM), 53000 Gombak, Malaysia
Email: mosri@iium.edu.my

Dr Dzuljastri Abdul Razak

Kulliyah of Economics and Management Sciences (KENMS)
International Islamic University Malaysia (IIUM), 53000 Gombak, Malaysia
Email: dzuljastri@iium.edu.my