

# The concept of halal tourism and the fulfillment of muslim tourist needs in halal tourism

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## **ABSTRACT**

The purpose of this study is to give an overview of the concept of halal tourism and the fulfillment of the needs of Muslim tourists in halal tourism. The purpose of the development of halal tourism is to provide greater convenience for Muslim tourists to still be able to carry out their worship while traveling, showing that the most basic needs that are prioritized to be fulfilled in halal tourism are closely related to the activities of worship. There are at least 6 basic needs that Muslims need in their daily lives including when doing tourist activities, namely the need to purify with water, facilities for worship, halal food, tourist activities that do not conflict with Islamic values, Ramadan services, and recreational facilities/services with privacy. But please note that Muslims have heterogeneity in religious practice and obedience, so that the needs of each individual in traveling basically varies depending on their respective religious practices and obedience, so many parties propose the preparation of guidelines/provisions of minimum standards of needs of Muslim tourists that must be fulfilled.

**Keywords:** *Halal tourism, Islam sharia, Muslim tourist needs.*

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## **1 Introduction**

This study focuses on the concept of halal tourism and meeting the needs of Muslim tourists in halal tourism. Halal tourism development aims to provide greater convenience for Muslim tourists to still be able to carry out their worship while traveling. Thus, the basic needs that are prioritized to be met in halal tourism are closely related to their worship activities. This refers to Islamic values that affect the daily activities of Muslims, both at home and in tourism activities, and thus shape the choice of destinations and what to do in tourist destinations. So, in this case, it is important for a halal tourism development to understand the demand side, namely the needs of Muslim tourists in the form of Muslim-friendly attributes during halal tourism activities.

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## 2 Methodology

The method used in the preparation of this study is the content analysis method. Content analysis is an in-depth discussion of the content of written information. This study is structured by reviewing several literary sources in the form of articles, journals, news, and expert opinions.

The composition of the discussion in this study includes the concept of halal tourism to provide an overview of halal tourism, which contains the definition of halal tourism and an explanation of halal tourism as a tourism segmentation that is different from Islamic tourism. Continued discussion about the needs of Muslim tourists in halal tourism and ended with the conclusion of the entire discussion in this study.

## 3 Results and discussion

### 3.1 Definition of halal tourism

Traveling is everyone's right. For a Muslim for example, traveling is precisely an activity that is allowed in the teachings of Islam. As the hadith narrated al-Baihaqi stated, "From Ibnu Abbas ra. said, that the Rasulullah said: Go on a trip, you will be healthy and satisfied". As for every Muslim also has an obligation to always fear or maintain themselves to remain obedient to carry out the commands of Allah SWT and stay away from All His prohibitions, wherever and whenever they are. Therefore, a new concept emerged in tourism activities, namely halal tourism, wherein this concept, Muslim tourists can travel in accordance with sharia, with the guarantee of ease in carrying out the orders of Allah SWT and avoid all his prohibitions [1].

The definition of halal tourism basically refers to the meaning of the term "halal", which comes from the Arabic language namely *halla*, *yahillu*, *hillan*, *wahalalan*, which means allowed or permitted by Islamic sharia [2]. Halal not only refers to things that a Muslim can eat but also covers everything that is allowed in the life of a Muslim [3]. While the opponent of halal is "haram", which means something that is forbidden to be consumed, used, or done by Muslims. So that halal tourism can simply be interpreted as tourism that is allowed according to Islamic teachings to be done by Muslims [5].

Halal tourism as a type of tourism that adheres to Islamic values, considering that religion affects the daily activities of Muslims, both at home or when on trip, and thus shapes the choice of destinations and what to do in those destinations [1],[4]. While the other definition said that halal tourism as a tourist attraction or activity permitted according to Islamic teachings to be used or performed by Muslims as part of the tourism industry [1,5]. Both definitions consider Islamic sharia as the basis for delivering tourism products and services to tourists such as tourist attractions, lodging accommodation, food restaurants, and so on.

### 3.2 The difference of halal tourism and Islamic tourism

The term halal tourism is very new in academic literature. A commonly used term previously was "Islamic tourism" [1]. There is an ambiguity in the terms "halal tourism" and "Islamic tourism", both of which are considered to have the same meaning in explanations in various

literatures, i.e. referring to the journey made by a Muslim who seeks to adhere to the principles and faith practice while away from home. Nevertheless, the conclude of the difference between halal tourism and Islamic tourism, namely:

- 1) Halal tourism refers to trips made for recreation, leisure use, and social purposes. Muslims also want to see the world and explore the diversity of history and culture, which is in line with their beliefs and allows them to better appreciate the miracles created by God. Although the motivation to travel is not necessarily spiritual, but there is a desire to behave that is considered permissible/halal in accordance with sharia law.
- 2) Islamic tourism refers to trips made for religious and pilgrimage purposes, associated with acts of faith related to the Religion of Islam. An example is the hajj pilgrimage to Mecca [1].

It should be underlined that there is no claim that halal tourism is limited to the Islamic world. Religion affects people's behavior when traveling, but this does not mean that travel must always have religious motivation. This difference is important because halal tourism is often incorrectly defined as a type of religious tourism (having religious motivation). Furthermore, halal tourism considers travel destinations not necessarily religious [1].

In terms of halal tourism development, an important paradigm that must be understood is that halal tourism does not seek to alienate Muslim tourists from conventional tourist activities or to exclude non-Muslim travelers from certain travel destinations. The development of halal tourism aims to provide greater convenience for Muslim tourists to still be able to carry out their worship while traveling. For non-Muslims, halal tourism is expected to provide safe and healthy travel services, as well as introduce Islamic teachings as a universal value [6].

In order to strengthen the position of halal tourism as a segmentation of tourism, there are the difference between halal tourism, conventional tourism, and religious tourism, as in the Table 1 [7].

### 3.3 The needs of Muslim tourists in halal tourism

Muslim tourists are identified as a segment of tourists with unique needs and behaviors. This refers to Islamic values that influence the daily activities of Muslims, both at home and in tourism activities, and thus shape the choice of destinations and what to do in those destinations [4]. So, in this case, it is important for a halal tourism development to understand the demand side, namely the needs of Muslim tourists in the form of Muslim-friendly attributes during halal tourism activities [8].

The development of halal tourism aims to provide greater convenience for Muslim tourists to still be able to carry out their worship while traveling. Thus, the basic needs that are prioritized to be met in halal tourism are closely related to their worship activities. At least 6 basic needs that Muslims need in their daily lives including when doing tourist activities [9,10]. These basic needs include the need of purification facilities with water, facilities to worship (salat), halal food, tourism activities that do not conflict with Islamic values such as no element of immorality and evil, Ramadan services, and recreational facilities/services with privacy.

Table 1. Differences in conventional, religious, and halal tourism

Comparing elements	Conventional tourism	Religious tourism	Halal tourism
Object	Nature, culture, heritage, culinary	Places of worship, historical relics	All
Goal	Serving entertainment	Promote spirituality	Boost spiritually by entertaining
Target	Touch satisfaction and the pleasure with lust, solely for for entertainment.	The spiritual aspects that can calm down soul/to search inner tranquility	Fulfilling desires and pleasures and fostering religious awareness
Tour guide	Understanding and mastering information so that it can attract tourists against Tour destinations	Mastering history figures and locations become a tourist attraction	Make tourists interested in objects at the same time awakening the religious spirit of tourist attractions. Able to explain the function and role of sharia in the form of happiness and inner satisfaction in human life.
Worship Facilities	Just a complement	Just a complement	Be a part of fused with the tourism objects, ritual worship be a part of entertainment packages.
Culinary	General	General	Specific: Halal
Community relations with the tourism environment	Complementar and only for material advantages	Complementar and only for material advantages	Integrated, interaction based on sharia principles
Iter ite	At any time	Specific times	Considering the time

The availability of sanctified facilities and worship facilities is a fundamental need for Muslim tourists. Prayer is an order in Islam that must be performed for every Muslim. As for the prayer, a Muslim is obliged to be pure from hadas (impurity). So in this case, the availability of sanctified facilities and prayer facilities have a high urgency for every Muslim, both when in normal conditions (settling/not traveling) or when on a trip/tour [9],[10].

Eating halal food is also one of the orders that must be obeyed for every Muslim. As described in Quran chapter 2 verse 168, that it is commanded for every human being to eat halal and good food. As for the Quran 5 verse 3 concerning foods that are forbidden to be

consumed by humans. From these provisions, the status of halal and haram in the consumption of materials becomes a very important thing, especially for every Muslim in to maintain piety. Thus, the availability of food that is guaranteed halalness becomes a need with high urgency that needs to be met [9],[10].

The fundamental need for Muslims in relation to tourist activities is the availability of tourist attractions and tourist activities that are free from sin or evil. This need is based on the obligation of a Muslim to protect himself from things that are forbidden, such as things that smell of pornography and pornography that can arouse lust and other evil [9,10].

Although Muslims tend not to travel during Ramadan, in fact not from those who choose to spend time on vacation. In addition, many Muslims take the holiday during Ramadan until Eid al-Fitr. Surely it would be good if destination can accommodate the special needs of tourists during the month of Ramadan. Examples are the provision of iftar and suhoor (pre-dawn meal) services at accommodation facilities [9],[10]. Some tourists are also looking for recreational facilities and services that provide privacy for men and women. for example, swimming pool and gym facilities that have different location for male and female users [9],[10].

However, there is a fact to be underlined that Muslims have heterogeneity in religious practice and obedience, so that the needs of each individual in travel vary fundamentally depending on their respective religious practices and observances [1]. For some Muslims, their religious-based needs are sufficient with the fulfillment of 6 basic needs as described earlier. While for some other Muslims, availability of 6 basic needs is not enough to meet their needs during the tour. Some other material and non-material points are also often questioned such as clothing, gender, and religion of staff in hotels, entertainment, sexual behavior etc. [1]. It also has to do with illicit or permissible behavior in Islamic sharia, such as nudity, pork and alcohol servings, gambling, and prostitution [1].

That caused many parties to propose guidelines /provisions of minimum standards of needs of Muslim tourists that must be met. Indonesia, through the National Sharia Council of Indonesian Ulema Council, has issued a fatwa on guidelines for organizing tourism based on sharia principles. This fatwa regulates the legal provisions of tourism management based on sharia principles, general principles of sharia tourism implementation, to the minimum provisions or standards related to the needs of Muslim tourists, such as the provisions of tourist destinations, sharia hotels, spas, sharia travel agencies, etc [11]. Meanwhile, Cape Town, one of the cities with a high concentration of Muslims in South Africa, has compiled the "Cape Town Halal Tourism Basic Guidelines and Glossary" as a guideline in developing halal tourism. In this guideline, there is an explanation related to the needs of Muslim tourists based on religion, and standards of needs to have, good to have, and nice to have in some facilities such as airports, accommodation services, travel agents, tourist attractions, and so on. For example, airports need to have halal food services that clearly identified in public areas and transit, prayer area with wudoo' facilities, and staff at information counter, who are trained in providing information on the needs of Muslim travelers, and it would be better if it has restaurant with AAA, AA, or A from CrescentRating, prayer area with wudoo'

facilities in public areas and transit with separate men's and women's spaces, toilet with hand shower, and there are Friday prayer in prayer area [12].

### Conclusion

As stated in the Introduction, this study focused on the concept of halal tourism and the fulfillment of the needs of Muslim tourists in halal tourism. The concept of halal tourism basically rooted in the suggestion to do in tourist activities (traveling) for Muslims. On the other hand, every Muslim also has an obligation to always be god-fearing or to keep obeying the commands of Allah SWT. and stay away from all His prohibitions, wherever and whenever including when he is traveling. Therefore, a new concept emerged in tourism activities, namely halal tourism, where in this concept, Muslim tourists can travel in accordance with sharia, with the guarantee of ease in carrying out the orders of Allah SWT. and abstain from all prohibitions.

Halal tourism is often aligned with Islamic tourism because it is considered to have similar meanings. But in reality, halal tourism is not limited to the Islamic world. Religion affects people's behavior when traveling, but this cannot be interpreted that travel must always have religious motivations such as Islamic tourism. Important paradigm to understand is that halal tourism does not seek to alienate Muslim tourists from conventional tourist activities or exclude non-Muslim travelers from certain travel destinations. The development of halal tourism aims to provide greater convenience for Muslim tourists to still be able to carry out their worship while traveling. Thus, the basic needs that are prioritized to be met in halal tourism are closely related to their worship activities.

There are at least 6 basic needs that Muslims need in their daily lives including when doing tourist activities, namely the need to purify with water, facilities for worship, food that is guaranteed halal, tourist activities that do not conflict with Islamic values, Ramadan services, and recreational facilities/services with privacy. But please note that Muslims have heterogeneity in religious practice and obedience, so that the needs of each individual in traveling basically varies depending on their respective religious practices and obedience, so many parties propose the preparation of guidelines/provisions minimum standards for the needs of Muslim tourists that must be fulfilled.

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