

# 3RD INTERNATIONAL HALAL (MUSLIM - FRIENDLY) TOURISM CONGRESS

## DATE

10-12 MAY 2024 (3 DAYS)

## LOCATION

İZMİR ROYAL TEOS HOTEL (TÜRKİYE)

   @HalalCongress

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# PURPOSE

Our main goal is to become an international brand in tourism with its qualified workforce, facility and service quality, to diversify and improve tourism products and services to appeal to the upper income group, to increase the quality in every component of the tourism value chain and to become a leading sector in regional and national development within the framework of the principle of sustainability.

## POTENTIAL PARTICIPANTS FROM THE FOLLOWING COUNTRIES

Within the framework of the proposed event, it is aimed to attract participants from Algeria, Australia, Azerbaijan, Bangladesh, China, Gambia, Germany, Indonesia, Kazakhstan, Kyrgyzstan, Libya, Maldives, Morocco, Nigeria, Pakistan, Portugal, Qatar, Saudi Arabia, Singapur, Taiwan, Tunisia, Türkiye, United Kingdom, United States of America, Uzbekistan etc.



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# SCOPE AND PROGRAMME

The event will consist of a three-day congress including a two-day academic and industry sessions and panels and a one-day social outing where you can find network with experts and leaders in the field and learn about the changing market trends and opportunities in the field of Muslim-friendly tourism.

# ACTIVITY AND OUTCOMES

The event will bring together academics, tourism experts, potential customers and decision makers working on Muslim-friendly tourism. The event holds a body of benefits since it will bring all stakeholders together. They are:

- Enabling businesses and academics to form a network,
- Joint co-operation in the promotion and marketing of Muslim-friendly tourism,
- Creating new products, sharing ideas and developing services for the Muslim travel market,
- More effective planning of products and services,
- Identifying the needs of Muslim tourists,
- Providing international opportunities for promoting and branding the Muslim-friendly tourism market and marketing products and services, etc.,
- Develop the Muslim-friendly tourism industry to new heights so that the tourism sector can meet the needs of Muslim tourists,
- Providing tourism businesses, financial companies, certification bodies and researchers with in-depth information and travel forecasts on the growing Muslim-friendly tourism market.



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# TARGET AUDIENCE

The event aims to reach...

- Ministers of tourism and high-level bureaucrats from countries which operate or willing to operate in Muslim-friendly tourism markets,
- Academics and experts working on Muslim-friendly tourism. Owners and/or managers of tour operators and travel agencies that serve / are willing to serve in Muslim-friendly tourism markets,
- Owners and/or senior managers of accommodation establishments serving/desiring to serve in the Muslim-friendly tourism market,
- Owners and/or senior managers of travel agencies and tour operators serving/desiring to serve in the Muslim-friendly tourism market,
- Owners and/or senior managers of food and beverage businesses that provide/want to serve in the Muslim-friendly tourism market,
- Owners and/or senior executives of transportation businesses serving/wanting to serve in the Muslim-friendly tourism market,
- Owners and/or senior managers of recreational businesses that provide/want to serve in the Muslim-friendly tourism market,
- Owners and/or senior managers of halal food supply businesses serving/wanting to serve in the Muslim-friendly tourism market.



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# HISTORY OF THE INTERNATIONAL HALAL(MUSLIM-FRIENDLY) TOURISM CONGRESS

## 1ST INTERNATIONAL HALAL TOURISM CONGRESS

The 1st International Halal Tourism Congress was held at Alanya Adenya Hotel between 07-09 April 2017 by Kastamonu University Faculty of Tourism. The congress was attended by 13 different countries (Malaysia, Singapore, Kazakhstan, Indonesia, Kyrgyzstan, Azerbaijan, Germany, Pakistan, Bangladesh, Egypt, South Africa, England and Turkey). There were 144 paper applications from 48 universities. These papers were evaluated by 133 academicians working on the scientific committee and 128 full-text papers were entitled to be presented at the congress.

## 2ND INTERNATIONAL HALAL TOURISM CONGRESS

2nd International Halal Tourism Congress was held on 04-06 April 2019 at Antalya Wome Deluxe Hotel in cooperation with Kastamonu University Faculty of Tourism, Islamic Countries Statistics, Economic, Social Research and Education Center (SESRIC), Halal Accreditation Agency (HAK) and International Halal Tourism Association (IHATO). Academics and tourism experts from 20 different countries (Malaysia, Bangladesh, United States, Algeria, Kyrgyzstan, Kuwait, Morocco, Azerbaijan, Uzbekistan, Libya, Iran, Kazakhstan, Gambia, Pakistan, Indonesia, Tunisia, India, Jordan, Egypt and Sri Lanka) honored the congress with 114 full-text papers.



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# Contribution of the 3rd International Halal (Muslim-Friendly) Tourism Congress



Tourism activities carried out in line with Islamic principles form the basis of the concept of "Muslim-friendly". Muslim-friendly tourism is to meet the needs of guests arising from tourism activities such as accommodation, travel, recreation, transportation, etc. in accordance with Islamic rules and beliefs.



There is a demand-side pressure on the development of Muslim-friendly tourism. It is observed that the income level and disposable income of the social segments participating in tourism activities by demanding Muslim-friendly accommodation businesses have increased. This process, examined within the scope of domestic tourism, has also entered the foreign tourism process in terms of its dynamics.



Thanks to the 3rd International Halal (Muslim-friendly) Tourism Congress, Muslim-friendly tourism will be discussed by academics so that it will be promoted and have a high probability of recognition. The scientists who will participate in the congress will have the opportunity to get to know Muslim-friendly tourism closely with the papers to be presented during the congress and will convey their observations and experiences when they return to their places of residence.



The mentioned effects will spread nationally and globally through social media and other mass media, and the demand for Muslim-friendly tourism will increase. Rising demand will create an increase in quantity and quality in the number of businesses providing tourism and hospitality services. This result will not only increase employment and per capita income, but also directly affect tourism revenues and the number of incoming tourists.



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# CONGRESS TOPICS



- Muslim-friendly Tourism and Hotel Management
- Muslim-friendly Tourism and Agency
- Muslim-friendly Tourism and Certification
- Muslim-friendly Tourism and Technology
- Muslim-friendly Tourism and Finance
- Muslim-friendly Tourism and Marketing
- Muslim-friendly Tourism and Environment
- Muslim-friendly Tourism and Guidance
- Tourist Expectations in Muslim-friendly Tourism
- Muslim-friendly Tourism and Other Issues
- New Ideas in Muslim-friendly Tourism
- Halal Food



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# ACADEMIC CALENDAR

**05 MARCH**

LAST SUBMISSION DATE FOR FULL TEXT PAPERS AND ABSTRACTS

**22 APRIL**

ANNOUNCEMENT OF ACCEPTED FULL TEXT PAPERS AND ABSTRACT

**26 APRIL**

LAST PAYMENT DATE OF CONGRESS PARTICIPATION FEE

**10-12 MAY**

CONGRESS DATES



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