



## INTERNET AND HALAL TOURISM MARKETING\*

Mevlüt AKYOL\*\*

Özgür KILINÇ\*\*\*

### ABSTRACT

Individual characteristics such as age, gender, education and worldview have specific impacts on consumption. In addition to these individual characteristics, religion and belief have an impact on consumption and consumption habits too. Human's, at the same time as a consumer, religion and the belief guide them about how to live, how to consume, what to do or what not to do. For instance, in the context of Islam the notion of "halal" shows its reflections on the field of marketing.

Covering many sectors such as food, textile, transport, finance and tourism "halal industry" has grown quickly. Muslims constitute 23% of the global population. Muslim consumers' expectations of "halal food, halal finance, halal transportation and halal holiday" are one of the most important factors that lead to the growth of the halal market. Therefore, from corporate identity to corporate culture, spatial design to marketing policies, marketing tools and media the companies in the halal market segment give particular importance to religious indicators and sensitivity.

Because of expectations such as Islamic lifestyle, hygiene, security and the services just for women the concept of "halal tourism" has become more demanded in the world and in Turkey. The main purpose of this study is to examine and define the concept of "halal tourism" with its elements such as "halal hotels, halal transportation (halal airlines), halal food, halal tour packages and halal finance." In this study, various examples of hotels', which offer services in the "halal tourism" sector, web sites and their differentiating aspects in the tourism marketing were visually and textually analysed.

**Key Words:** Halal Marketing, Halal Certificate, Halal Tourism, Halal Hotels

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\*\* Yrd. Doç. Dr. İnönü Üniversitesi İletişim Fakültesi Reklamcılık ve Tanıtım, El-mek: mevlutakyol36@hotmail.com

\*\*\* Arş. Gör. İnönü Üniversitesi İletişim Fakültesi Reklamcılık ve Tanıtım, El-mek: kilincozgur@gmail.com

## INTERNET VE HELAL TURİZM PAZARLAMASI

### ÖZET

Yaş, cinsiyet, eğitim ve dünya görüşü gibi bireysel özelliklerin tüketim üzerinde belirli etkileri bulunmaktadır. Söz konusu bu bireysel özelliklerin yanı sıra din ve inancın da tüketim ve tüketim alışkanlıkları üzerinde bir etkisi bulunmaktadır. Aynı zamanda birer tüketici olan insanların mensup oldukları dinleri, inançları onları nasıl yaşayacakları, nasıl tüketecekleri neleri yapıp, neleri yapmamaları konusunda yönlendirmektedir. Örneğin, İslam dini bağlamında öne çıkan “helal” kavramı pazarlama alanında da yansımalarını göstermektedir.

Gıda, tekstil, ulaşım, finans ve turizm gibi birçok sektörü kapsayan “helal endüstri” her geçen gün büyümektedir. Dünya nüfusunun %23’ünü oluşturan Müslümanların “helal gıda, helal finans, helal ulaşım ve helal tatil” beklentileri helal pazarın büyümesini sağlayan en önemli nedenlerdendir. Bu durumdan dolayı helal pazar dilimindeki firmalar kurumsal kimlikten, kurumsal kültüre, mekansal tasarımdan, pazarlama ilkeleri, araçları ve medyalarına kadar dinsel gösterge ve duyarlılıklara büyük önem vermektedirler.

İslami yaşam tarzı, hijyen, güvenlik ve sadece kadınlara yönelik hizmet beklentilerinden dolayı “helal turizm” hem dünya da hem de Türkiye’de daha fazla talep edilir bir hale gelmiştir. Bu çalışmanın temel amacı “helal turizm” kavramını, “helal oteller, helal ulaşım (helal havayolları), helal gıda, helal tur paketleri ve helal finans gibi çeşitli öğeleri ile incelemektir. Çalışmada, “helal turizm” sektöründe faaliyet gösteren çeşitli otellerin web siteleri ve turizm pazarlamasında öne çıkan farklı yönleri görsel ve metinsel olarak analiz edilmiştir.

**Anahtar Kelimeler:** Helal Pazarlama, Helal Sertifika, Helal Turizm, Helal Oteller

### 1. Introduction

Religion is an important cultural element to research. Because it is one the most effective and global social institution which has impacts on people’s attitudes, values and behaviours in individual and social level (Mokhlis, 2009: 75). Moreover, devoting to a religion can be the strongest indicator of consumer behaviour. As an element of commitment, halal concept plays an important role in the consumption behaviour of Muslims (Hanzaee and Ramezani, 2011: 2). Nowadays Muslim consideration of halal products and services has increased. In terms of reliability, hygiene and quality even the concept of halal gets attention from the non-Muslim consumers. Halal market is one of the most effective and profitable market in today’s world. The factors such as geopolitical position, public demand, health concerns towards foods highlight halal awareness in today’s world. Halal concept can be compared with the concept of Kosher in Judaism. Halal is not only limited with the food but also affects every aspect of a Muslim’s life from what to purchase, what to sell, when to buy and where to buy and how to promote. These activities and decisions also are the subjects of the main discourse of the Islam which is “do not harm” (Alserhan, 2010b).

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In the context of the consumer awareness and concerns, Muslim consumers in a mixed religious population (more than one belief) are more sensitive and aware of halal and haram than a country that Muslims are the most majority (everything is assumed to be halal). It is important for companies and brands to understand the Muslims better. At the same time companies must understand the variables such as religion, gender, age and income because the decision practises of the Muslim consumers is affected by these variables too. Therefore, the companies should not get the wrong perception such as all the Muslims think and behave in the same manner or they demand the same products and services (Bakar and Hussin, 2013: 81-82).

Increasing level of education and income of the Muslim population have also changed the consumption habits of this social group. Muslim consumers want to remain loyal to their religious requirements. The changing habits of the Muslim consumers must be considered by the companies.

The purpose of this study is to present the concept of halal marketing in the world and in Turkey. Within this context, one of the intermediary companies, which is called “halal hotels”, will be analysed in a descriptive framework. The research developed as follow;

- Definition of halal marketing,
- The concept of halal tourism and halal hotels,
- Description of halal tourism sector in Turkey,
- Importance of internet in tourism marketing,
- Visual and textual analysis of the web sites of halal hotels in Turkey.

## **2. Literature Review**

### **2. 1. Islamic Branding and the Concept of Halal Market**

It is estimated that almost 1.619 billion Muslims in 200 countries constitutes 23% of the global population. 62.1% of the Muslims live in Asia-Pacific, 19.9% in the Middle East and North Africa, 15.0% in Sub-Saharan Africa, 2.7% in the Europe and 0.3% in the U.S.A. If current trends continue, it is projected that Muslims will make up 26.4% of the world’s total population in 2030 (<http://www.pewforum.org/2011/01/27/the-future-of-the-global-muslim-population/>).

According to El Mouelhy (1997) halal and haram are the two major terms used in Islamic dietary laws. While halal means “permitted, allowed, authorized, approved, sanctioned, lawful, legal, legitimate or licit” for Muslim consumption, haram, on the other hand, means “not permitted, not allowed, unauthorized, unapproved, unsanctioned, unlawful, illegal, illegitimate or illicit” (as cited in Hassan and Avang, 2009: 389).

The growing of the halal consumer market is important for the companies. Because halal sector includes various aspects of the daily life such as; food, cosmetic, medicine, textile, finance, logistic, packaging, branding, marketing, travel and tourism (Zulkifli et al., 2011). Thus, the concept of “halal” indicates more than the food. Alserhan (2010a: 38) suggests that halal market can classified in three categories such as food, life style (cosmetics, textile etc.) and services (tourism, finance, transport, logistic etc.). These categories are related with each other. He defines the Islamic branding in three different ways (Alserhan, 2010a: 38):

- Islamic Brands by Compliance (Islamic Brands by Religion or Halal Brands): These brands particularly focus on the Muslim consumer. Increasingly, however, many of these brands are broadening their appeal to attract other customers. For example, more than 60 per cent of the customers of Islamic hotels in Dubai are non-Muslims.

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- Islamic Brands by Origin: These brands acquire the description “Islamic” mainly because they originate from Islamic countries. These companies do not promote themselves as compliant with Islam.

- Islamic Brands by Customer: These brands that emanate from non-Islamic countries yet are designed specially to target the Muslim consumer. For example, non-Muslim origin multinational companies such as Nestle, Unilever, L’Oreal and Colgate invest the Islamic food, life style and consumption needs.

Although in general the halal market aimed the Muslim consumers, Aziz and Chock (2012) developed a “structural model” towards the non-Muslim population in Malaysia. According to the model, the elements that determine the purchasing intention are; halal awareness, halal certificate, quality of the product, marketing promotions and the brand. In their research, except from the product quality, other elements were associated with purchasing behaviour in a positive way by the participants. The question was asked to participants without halal indicators such as cleanliness, hygiene, security and suitable environment caused that product quality is not an important element. Researchers suggest that product promotion has an important role on motivation and persuasion for purchasing. Moreover, the features of the brand such as popularity, safety and quality affect the purchasing intent positively. The results of the study show that halal products get attention from Muslim and non-Muslim consumers.

Only 20% of the Muslim population live in the Arab world. The most populated Muslim country is Indonesia. Some of the wealthiest Muslim consumers live in the North America and the Europe. The Muslim population in these countries are generally wealthy, educated and professional. Moreover, digital media is getting some attention from the wealthy Muslim consumers. Marketers use this new and effective medium to integrate with halal market. Nowadays it is estimated that approximately 150 million of the Muslims are online ([www.americanhalalassociation.org](http://www.americanhalalassociation.org)).

70% of Arab world population is under 25. In the Europe and North America two-third of the Muslim population is under 30. Therefore, sectors such as cosmetics and fashion are popular between the young Muslim populations (The Halal Journal, 2010: 25).

Multinational companies like Nestle, Tesco and McDonald’s target also Muslim consumers. They control about 90% of the global halal market (<http://www.time.com/time/magazine/article/0,9171,1902837,00.html>).

Switzerland based food company Nestle is one of the most important company in the halal sector. Company has a “halal committee” since 1980s. Nestle produces halal products not only in Malaysia also in Indonesia and the Middle East. In the Europe, company’s halal products are manufactured in France, Germany, Netherlands and the United Kingdom. Moreover, Nestle produces halal products in the U.S.A. A total of 85 out of Nestlé’s 456 factories worldwide are halal certified (<http://www.nestle.com/Media/NewsAndFeatures/Nestle-Malaysia-Halal>).

## 2. 2. Halal Certificate

The main purpose of the company’s to use halal certificate is to inform their consumers. Ariff (2009) defines halal certificate as follow; halal certificate and logo indicate that the products are compliance with Islam also for producers it is a guarantee for halal standards (as cited in Hanzaee and Ramezani, 2011: 3). Halal certificate is a document shows that products and services are compliance with Islamic rules and the life style. There are two types of halal certificate. The first one is the site registration certificate which signifies that a production facility, food establishment, slaughterhouse, abattoir or any establishment handling food has inspected and

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approved to produce or serve halal food. It does not mean that all food products made or handled at such a facility are halal-certified. A site certificate may not be used as a halal product certificate (Hanzaee and Ramezani, 2011: 4).

The second type of the certificate is about a specific product. This certificate indicates that product meet with halal standards. Any individual Muslim, Islamic organization or agency can issue a halal certificate, but the acceptability of the certificate depends upon the country of import or the Muslim community served through such certification. For example, in order to issue a halal certificate for products exported to Malaysia and Indonesia, the issuing body of the halal certificate must be listed on each country's approved list (Hanzaee and Ramezani, 2011: 4).

### 2. 3. Halal Tourism

Duran (2013: 926) emphasises that tourism has various social and cultural impacts. According to Albayrak and Özkul (2013: 20) the significance of tourism sector is increasing day by day. Halal tourism is a new product of both Muslim and non-Muslim market. Halal tourism includes food, various products and services. It is a dynamic market with increasing number of Muslim tourists. Global halal industry has become one of the most growing industries.

Islamic tourism can be defined as “the activities of Muslims travelling to and staying in places outside their usual environment for not more than one consecutive year for participation of those activities that originate from Islamic motivations which are not related to the exercise of an activity remunerated from within the place visited” (Duman, 2011: 6).

Muslim travellers spent 102 billion Euros in 2011. It is expected that in 2020 this amount will be reach to 158 billion Euros. Nine out of 10 say their faith affects their purchases. Global halal market's worth is \$2tn per year (<http://www.bbc.co.uk/news/magazine-19295861>).

An important point to note is that Muslim tourists should not be targeted the same way as non-Muslim tourists. A major difference is to offer activities that totally eliminate gambling, drinking and all other party-related activities. Visits to mosques and other Islamic related sites could also be included in the itineraries. It is also very important to provide halal meals and to set aside time for prayers throughout the tour (<http://www.halbase.com/articles/Halal%20Tourism.pdf>).

As a niche market “halal friendly” tourism includes; halal hotels, halal transport (halal airlines), halal food restaurants, halal tour packages and halal finance (Zulkifli et al., 2011: 299). Therefore, halal tourism consists of five different sectors which related with each other. These sectors are presented below:

**Halal Hotels:** Halal hotels serve halal service to the Muslim travellers. These hotels are not limited only with the halal food service also the operation of the service and the management of the hotel have to organise with Islamic principles. Main indicators of an Islamic hotel are presented below (Henderson, 2010: 248; Rosenberg and Choufany, 2009: 3):

- ✓ No alcohol to be served or consumed on the premises,
- ✓ Halal foods (slaughtered in the name of Allah and excluding all pork products and certain other items),
- ✓ Quran, prayer mats and arrows indicating the direction of Mecca in every room,
- ✓ Beds and toilets positioned so as not to face the direction of Mecca,
- ✓ Bidets in bathrooms,

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- ✓ Prayer rooms,
- ✓ Predominantly Muslim staff,
- ✓ Conservative staff dress,
- ✓ Separate recreational facilities for men and women,
- ✓ All female floors,
- ✓ Guest dress code,
- ✓ Islamic funding,
- ✓ Female staff for single female floors, male staff for single male floors,
- ✓ No entertainment venues such as nightclubs,
- ✓ Art in the hotel should not depict the human form,
- ✓ Conservative television service,
- ✓ Hotel should follow the zakad principles (giving back to the community).

Ramli (2009) classifies the Muslim friendly hotels based on five stars category.

**Table 1. Classifying the Muslim Friendly Hotels**

RATING	RATING MUSLIM FRIENDLY FACILITIES (in addition to other standard facilities in a reputable hotel)				
	<b>One</b>	Qiblah Pointing Signage; Prayer rug in guest room			
<b>Two</b>	Halal Kitchen/Halal Food	Prayer Room/Surau	Qiblah Pointing Signage; Prayer rug in guest room		
<b>Three</b>	Only Halal Food & Alcohol Free Beverages Served	Dedicated Prayer Room/Surau with ablution space	Qiblah Pointing Signage; Prayer rug in guest room; at least 50% are no smoking guest rooms	Gym & Swimming Pool have dedicated hours for Ladies only	
<b>Four</b>	Only Halal Food & Alcohol Free Beverages Served	Dedicated Prayer Room/Surau with ablution space & resident imam	Qiblah Pointing Signage; Prayer rug in guest room; only no smoking guest rooms	Separate Gym & Enclosed Swimming Pool for Ladies	
<b>Five</b>	Only Halal Food & Alcohol Free Beverages Served	Dedicated Prayer Room/Surau with ablution space & resident imam	Qiblah Pointing Signage; Prayer rug in guest room; only no smoking guest rooms	Separate Gym & Enclosed Swimming Pool, Spa & Health Facilities for Ladies	Shariah Compliant Entertainment & Recreational Facilities for all ages

**Reference:** Ramli, N. (2009). Halal Tourism: The Way Forward. In: International Conference on Law and Social Obligation, 2009, Kashmir, India.

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**Halal Transport (Airlines):** Indicators are cleanliness, non-alcoholic drinks and publications which are coherent with Islam.

**Halal Food Premises:** Foods that served in a restaurant have to be halal. All animals must be slaughtered according to Islamic principles. No alcoholic drinks should be served in the premise (Zulkifli et al., 2011: 299).

**Halal Tour Packages:** The content of the tour packages must be based on an Islamic themed. The Islamic tour packages include visits to the mosques, Islamic monuments and promote and event during the Ramadan.

**Halal Finance:** The financial resources of the hotel, restaurant, travel agency and the airlines have to be fit with Islamic principles. In general, Islamic finance requires participation in sharing the profit and loss among of all parties who involved in this finance enterprise. Islamic finance also prohibits interest (Zulkifli et al., 2011: 300).

It is estimated by U.S.A based market research and consulting company Dinar Standard that the global Muslim tourism spending in 2011 was approximately 126.1 billion dollars. This amount constitutes 12.3% of the total tourism expenditure but it does not include the religious aimed travel such as Hajj and Umrah. This amount only includes travel, business and other tourism segments. A survey conducted by Dinar Standard to the Muslim participants during the May- June 2012. According to the survey results the important forefront expectations and perceptions of the participants towards the holiday as following; halal food is 66.8%, overall price is 52.9%, Muslim friendly experience is 49.1%, relaxation is 45.5%, hotel/resort stay experience is 37.2%, choice of destination is 36.1%, adventure is 34.5%, dining/food experience is 31.3%, air and hotel deal is 27.6%, air travel is 20.9% and all other responses are 12.1%. For non-Muslim majority based airlines, hotels and destinations, “halal” food options stand out as the top attribute Muslim tourists are asking for (Dinar Standard and Crescentrating, 2012: 3-7-10-11).

#### 2. 4. Halal Tourism in Turkey

In this section we analyse a general outlook on the issue of halal hotels in Turkey. However, halal food, halal transport, halal tour packages and halal finance are elements of the halal hotels because of the limitation of study we only focused on to subject of halal tourism. Therefore, in this study authors have a holistic approach towards subject. Halal market has developed in Turkey too. Although Turkey is a secular state, Islam is an important part of Turkish life. According to Pew Research Center’s report 98% of Turkish population is Muslim so it is assumed that most of the food products coherent with halal concept in Turkey (<http://www.pewforum.org/2009/10/07/mapping-the-global-muslim-population/>). Increasing in education and income level of conservative upper- middle class also has increased the demand for halal market especially for halal tourism (Duman, 2011: 10).

The first hotel which has a “halal certificate” in Turkey is Adenya Hotel&Resort. This hotel’s halal certificate was given by World Halal Association (<http://www.dunyahelalbirliigi.org/adenya-otel-artik-helal-hizmet-sertifikali.html>). Moreover, the star standards which indicate quality of a hotel are titled as “crescent standards” in Islamic hotel sector.

#### 2. 5. The Role of the Internet in the Tourism Marketing

Internet has become an important promotional medium for the hotels. Hotels announce their promotional activities on the internet via web sites and social media. It also provides an advantage of competition especially for the hotels which target the niche market such as Muslim, Jewish or any other community.

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Werthner and Klein (1999) point out that with the enormous amount of information potentially available to travellers, the internet constitutes an important platform for information exchange between the consumer and industry suppliers (e.g., hotels, transportation sectors, attractions), intermediaries (e.g., travel agents), controllers (e.g., governments and administrative bodies), as well as many non-profit organizations such as destination marketing organizations (as cited in Xiang and Gratzel, 2010: 180). Yeşil (2013: 734) states that news in the media is an effective source for travel planning.

“Online research” is popular for travellers. According to a research conducted in the U.S.A 83% of leisure travellers and 76% of business travellers plan online (The 2012 Traveller, US). The primary tools for travel planning are online travel agency websites, search engines, company websites and destination websites (<http://www.ustravel.org/news/press-kit/travel-facts-and-statistics>).

Search engines and online travel sites are important elements of the online travel planning. The new technologies in the communication field affect the tourism industry. Therefore, it is important for the marketers to understand these changes because importance of the internet is growing every passing day in the tourism field.

### 3. Methodology

This research is based on a descriptive frame. In previous sections a general perspective about the subject was presented. In this section of the study main indicators of an Islamic hotel and halal hotel were analysed based on some visual and textual components which obtained from Islamic and halal hotels. To determine the samples we used three web sites. These web sites are; <http://www.halalvoyage.com/home/>, <http://www.halaltrip.com/> and <http://www.crescenttours.com/>. The main reason why we choose these three web sites is that the web sites target tourism activities done mainly by Muslims. To conduct this research we used non-probability purposive sampling method. Four obtained samples from these web sites are presented below:

**Table 2. Selected Five Stars Sun & Beach Hotels**

Facility Name	Foundation	Location	Star Classification
1. Adenya Hotel& Resort	2012	Alanya/ Antalya	Five
2. Angel's Peninsula	2011	Marmaris/ Muğla	Five
3. Bera Alanya	2007	Alanya/ Antalya	Five
4. Sahh Inn Paradise	2007	Kumluca/ Antalya	Five

**References:** <http://www.halalvoyage.com/home/>, <http://www.halaltrip.com/>, <http://www.crescenttours.com/> (2013).

In addition to these four hotels Tamani Hotel Marina which is based in Dubai was chosen. Because different from Turkish halal and Islamic hotels this hotel has a significant halal hotel feature as just only women floor.

### 4. Findings

In this part of the research, we analyse some examples of the pictures which were obtained from hotels' web sites.

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**Picture 4. 1.  
Adenya Hotel**



Halal or Islamic hotels emphasize the family values. This picture indicates that hotel gives a significant approach to family values.

**Picture 4. 2.  
Adenya Hotel Food & Beverages**



As indicates in picture 4. 2. hotel does not serve or sell alcohol. Moreover, food products are bought from halal companies.

**Picture 4. 3.  
Adenya Hotel Disco**

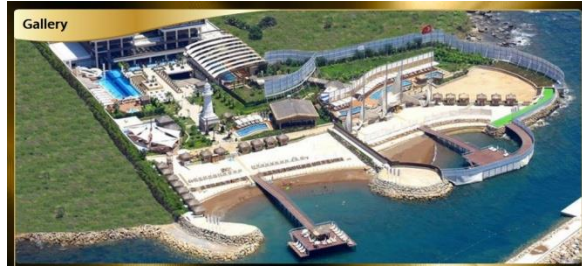


Another feature for halal hotels is no entertainment venues such as nightclubs and discos. If a halal hotel has a nightclub it must be only for women. Although this hotel has a disco and it can be seen in picture both performers and audiences consist from men and women.

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**Picture 4. 4.**  
**Adenya Hotel Beach**



Halal and Islamic hotels must have separate beaches for men and women. There are two beaches in the figure. One is for men and the other one is for women. Women's beach is surrounded by some materials.

**Picture 4. 5.**  
**Adenya Hotel Dervishes**



Halal and Islamic hotel's animation activities must compliance with Islam. The performance of Dervishes indicates that hotel's animation activities are organising from a religious perspective.

**Picture 4. 6.**  
**Adenya Hotel Room**



It can be seen in the picture the rooms of the hotel are designed based on an Islamic style. There is no sign of art form depict from the human body.

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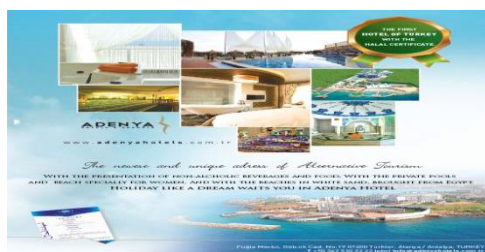
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**Picture 4. 7.**  
**Adenya Hotel Spa**



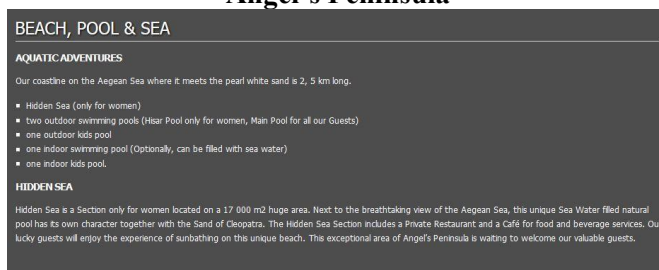
Picture indicates that hotel has a separate spa facility for the women. As coherent with hotel’s Islamic background a woman with a headscarf can be seen in the picture.

**Picture 4. 8.**  
**Adenya Hotel Halal Certificate**



This picture was obtained from hotel’s Facebook page. Hotel is emphasizing its halal certificate.

**Picture 4. 9.**  
**Angel’s Peninsula**



Hotel has a separate beach for the woman that is named Hidden Sea.

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**Picture 4. 10.**  
**Angel's Peninsula Prayer Room**



Having a prayer room is another important element of an Islamic hotel. Hotel has five prayer rooms and this picture is one of them. A lectern for the Holy Quran can also be seen in the picture.

**Picture 4. 11.**  
**Bera Hotel Alanya**



Hotel has separate facilities for men and women.

**Picture 4. 12.**  
**Sah Inn Paradise**



In its web page hotel has special section just for women. The crescent symbol on the left corner states that hotel offers holidays during the Ramadan.

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### Picture 4. 13. Sah Inn Paradise Complex for Women



#### COMPLEX FOR WOMEN

A first in the Mediterranean!  
As Şah inn Paradise, we marked the first time in the tourism history of the Mediterranean where we operate in full consciousness of the importance of family values and dedication to protecting them. We launched our complex for women as a 10000 square meter facility which we further expanded in 2010. To our complex which was comprised of a fresh water swimming pool for women, a salty water swimming pool for women, an aqua pool for women, mother-child swimming pool and children’s swimming pool we now added a sand pool, children’s park and green zones as well. You can wash away the weariness of the whole year in the Turkish bath, saloons of massage, hair dresser and sauna.

As can be seen in the picture and the text hotel has separate facilities for women.

### Picture 4. 14. Tamani Hotel Marina

Tamani Hotel Marina, Dubai Marina ★★★★ Breakfast Inclusive · Dubai, UAE

Overview	Features	Rooms	Daily Tours	Offers
<ul style="list-style-type: none"> <li>Our Rating: 4+ Stars</li> <li>Board Basis: Buffet-style breakfast (late breakfast available 7.30-10.30am)</li> <li>Location: Jumeirah Beach Road, Dubai, UAE (<a href="#">map</a>)</li> <li>Nearest International Airports:                             <ol style="list-style-type: none"> <li>Dubai International Airport (DXB) (30 min transfer)</li> <li>Sharjah International Airport (SHJ), 56 km (40 min)</li> <li>Abu Dhabi International Airport (AUH), 100 km (1 hour)</li> </ol> </li> </ul> <p>Overlooking the Palm Island, the business and leisure hotel has the distinction of being the first Halal hotel in Dubai.</p> <p><b>Halal Facilities:</b></p> <ul style="list-style-type: none"> <li>Dedicated and exclusive Ladies floors served by female butlers with exclusivity and specialized wellness, fitness and relaxation amenities for pampering all throughout their stay</li> <li>Health Club and Fitness Centre equipped with high-tech equipment. Personal Health &amp; Fitness Coach</li> <li>Mixed Indoor leisure pool &amp; outdoor infinity pool with views of the city and Marina, with women only hours twice a week</li> <li>Conference and Banqueting Facilities</li> <li>Secure basement car parking with valet service</li> <li>Sightseeing and Tour desk at hotel ground level</li> <li>Heritage Package (Heritage Tour to historical places and museums in Dubai)</li> <li>Islamic , modern and contemporary art pieces in each suite</li> <li>Wi-Fi services throughout with multi-telephone and fax lines</li> <li>Nine exclusive penthouse suites located on the highest floors</li> </ul> <p><b>All food within hotel premises is halal.</b> The hotel has full non-alcoholic Halal Atmosphere with all food within hotel premises being halal. The all day dining</p>				

Hotel has a female staff for female floors. Moreover, hotel emphasises its non-alcoholic and halal food policy.

### Picture 4. 15. Tamani Hotel Rooms

Overview

Features

Rooms

Daily Tours

Offers

Hotel provides Prayer mat and the Holy Quran in the rooms.

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## 5. Conclusion

The purpose of this paper was to demonstrate the notion of halal marketing and halal tourism. The present study shows that even though halal tourism is growing in Turkey the number of hotels which has halal certificate is limited. Currently there is only one halal hotel in Turkey. Therefore, the halal marketing actors should consider the expectations of halal hotels both for Muslim and non-Muslim travellers. Muslims seek a holiday which is coherent with Islam and also non-Muslims' expectations of safety and hygiene should be taken into account by the halal marketing actors.

The visual and textual analysing results show that most of the Islamic hotels are coherent with Islam. For instance, providing halal food and non-alcohol principles, separate facilities for women and prayer rooms are the main and common features of an Islamic or a halal hotel. Moreover, internet and social media provide a significant communication platform for halal hotels because halal orientated industry suppliers and intermediaries generally target the Muslim population. Thus, internet might offer a great opportunity to get attention from this niche market. This study has a few limitations. The first one is sample size may not be large enough to generalise the findings. Second limitation is that we only analysed the five stars sun and beach hotels so four and lower stars Islamic hotels were excluded. The last limitation is that we only used web sites to get the pictures of the hotels therefore, other media such as magazine, newspapers and television were not included. By considering further studies, analysing halal perceptions, attitudes and purchasing behaviour may develop more explanations towards the concept of halal marketing.

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