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### HALAL TOURISM AND ITS ASPECTS AS A MAIN COMPONENT OF GLOBAL ECONOMY

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*Halal tourism has gained popularity in recent years, as the global Muslim population continues to grow and seek travel experiences that are in line with their faith. This segment of the travel industry represents a significant economic opportunity for destinations that can meet the needs of Muslim travelers.*

*Key words: halal tourism, travel industry, faith, Muslim travelers, economic opportunity*

### ХАЛЯЛЬ-ТУРИЗМ И ЕГО АСПЕКТЫ КАК ОСНОВНАЯ СОСТАВЛЯЮЩАЯ МИРОВОЙ ЭКОНОМИКИ

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*Халяль-туризм приобрел популярность в последние годы, поскольку мусульманское население мира продолжает расти и ищет впечатления от путешествий, соответствующие их вере. Этот сегмент туристической индустрии представляет собой значительные экономические возможности для направлений, которые могут удовлетворить потребности путешественников–мусульман.*

*Ключевые слова: халяльный туризм, туристическая индустрия, вера, путешественники–мусульмане, экономические возможности.*

**Introduction.** The term of Ziyarah or Muslim–friendly tourism is used in last decades as Muslim population growing and this industry segment caters to the specific needs and preferences of Muslim travelers. These travelers adhere to the Sharia principles and guidelines, moreover they seek destinations and services that meet their religious beliefs and practices. In fact, tourism is economic, social and cultural phenomenon which includes the movement of human being (UNWTO, 2008).

“Muslim travelers who do not wish to compromise their basic faith-based needs while traveling for a purpose, which is permissible” or “Halal conscious travelers, travelling for any purpose, which is Halal (permissible)”

Muslims are considered 24% of the global population living in more than 200 countries whose faith rubrics their lifestyle (Henderson, 2009; Seric, 2020). Over 30 nations and their 90% population submitted to Islam along with 20 countries have a Muslim population between 50–80%, besides in 26 countries, Islam is constitutional state religion (nationsonline.org, 2022). According GMTI 2022 forecasting, more than 230 million Muslim visitors are supposed to travel international and domestically by the year of 2026 and they are believed to add around 300 billion US dollars into the world economy. Suit et al. (2017) argue that in a three year the spending of Muslim travelers will be 192 billion US dollars where this number contributes 13.36 percent of global tourism. Haq (2015) states that Muslims are quite loyal towards those goods and services designed to suit their believe and need. Islamic tourism refers to a way which acknowledges and promotes with Islamic history or Islamic culture. The word “Islamic” for academics applies to describe ideological, oppressive and socio-cultural topics, but nowadays being linked to financial deals, business and commercial connections. Scott and Jafari argue that Islamic tourism was first to address in an international conference in Iran 2000 and Kuala Lumpur in 200. Furthermore, Muslim and non-Muslim countries are developing touristic infrastructure and ecosystem to enter the Halal tourism market, since Muslims are devoted to fusing religious lives from the core belief, unifying rituals (Mohamed and Battour, 2018).

**Methodology.** This research investigates a systematic literature review on the field of Halal tourism associating advancement in academic studies and research methodologies by scholars like Clarke and Oxman (2001) and Tranfield et al. (2003). Rasul (2019) and Tranfield et al. (2003) identify, in this way, a broad framework that is “interpretive, inductive hermeneutic and eclectic”. The facts identify that the key words like “Halal Tourism”, “Halal Hospitality”, “Islam Tourism” and “Muslim Tourism” were used in Scopus database in 790 research papers initially. Additionally, 773 research papers have been published from 2009 to 2020. In related studies show that during COVID-19 pandemic regime has greatly affected and the number of Muslim tourists dropped from 160 million annually in year of 2019 to 42 million annually in year of 2020 (Global Muslim Travel Index, 2021).

Furthermore, the working papers published by journals in the categories of “Social Science”, “Business, Management and Accounting” and Economics, Econometrics and Finance” have been narrowed down that gave 419 working papers. Overall, the themes from initial research papers have been inspected and depicted in the figure below:

#### Literature review

#	Author	Problem addressed	Methodology	Findings	Recommendations
1	Stephenson, 2014	Dimensions of interaction between Islam, hospitality, and the hospitality industry.	Qualitative research using content analysis.	There are two aspects of hospitality which has different dynamics: tangible and intangible. The first one attracts Muslim tourists where the other one is responsible for the services and creating impressions.	There should be to develop hospitality models beyond western countries’ perspectives unifying with Muslim tourist needs

#	Author	Problem addressed	Methodology	Findings	Recommendations
2	Eid, 2015	Loyalty and Retention of Muslim customers; Satisfaction and perceived value	Quantitative research based on a structured questionnaire	The critical factors assess the needs of Muslim customer are as follow: Quality value Price value Emotional value Social value Islamic attributes value “The behavior of a Muslim customer is not a rational behavior but an Islamic rational behavior. That is why the price has a minimum effect on the behavior of a Muslim customer. The satisfaction of a Muslim customer is Islamic satisfaction from a product that is also a function of the perceived Muslim customer value. This requires a two-stage model of customer retention, which starts from customer satisfaction and passes through customer loyalty.”	The is always important issue in any market which is understanding the perspective value of customers.
3	Eid & El-Gohary, 2015	Moderation of religiosity on the relationship between perceived value and satisfaction of Muslim tourists.	Quantitative research using structured Questionnaire.	There are six major values influence to the Muslim customers' satisfaction; (1) price, (2) social, (3) quality, (4) emotional, (5) Islamic nonphysical attributes, and (6) Islamin physical attributes values.	There is a requirement to be explored in different dimensions and industries according Islamic religiosity, specifically in financial sphere.
4	Eid & El-Gohary, 2015	Muslim tourists and their Measurement of the Perceived value.	Quantitative research using a structured questionnaire.	“Dimensions of perceived values of a Muslim customer can be classified into six groups: price, social, quality, emotional, physical attributes, and nonphysical attributes”.	Both physical and non-physical characteristics are to be qualified in different fields in order to analyze their sustainability and suitability.

#	Author	Problem addressed	Methodology	Findings	Recommendations
6	M. Battour and Ismail, 2016	Analyzing the concepts of the future researches and their directions	A qualitative study based on a literature review	“The model of Muslim countries cannot be replicated in non-Muslim countries, however, Muslim and non-Muslim countries of the same region can benefit from Halal tourism because of the same culture. The travel guides should provide an itinerary and prayer timing schedule for visits to non-Muslim countries to make the journey of the Muslim customers comfortable”.	The model created and applied in a country could not be accepted by another one.
7	Carboni & Idrissi Janati, 2016	Halal tourism as a source of well being	Qualitative research using interviews	This research shows the combination of Halal tourism and government project. Neither they made any presentation nor gave any support regarding this initiative.	Any initiative or project could achieve success if there is a support and complete follow-up.
8	El-Gohary, 2016	A conceptual case study on the aspect of Halal tourism	Qualitative Review based on content analysis	The concept of tourism in Islam is very old and it is called Ziyarah as it refers to lots of duties and responsibilities while travelling	Ziyarah and Islamic tourism should be focused on engagement of host destinations and touristic places.
9	Ghani, 2016	Based on tourists' experiences	Quantative research basing on content analytics	The touristic destinations where non-Muslim tourists are customers should know that don't rule out the needs and wants of Muslim customers.	The facilities needed to be developed for Muslim and non-Muslim travelers side by side.
10	Joan C. Henderson, 2016	Halal food certification and Halal tourism.	Qualitative research method based on content analysis and case studies as well.	The index states that the places where muslim tourists are major customers, there have a competitive advantage in the certification of halal food	Halal food is considered as a main motivator for Muslim travelers according empirical analysis.

#	Author	Problem addressed	Methodology	Findings	Recommendations
11	Rodrigo & Turnbull, 2019	The value of Halal holidays to Muslim tourists	Qualitative research applying semi-structured interview questions	The touristic value to Muslims could be into three major categories Functional Emotional Social	The countries developing Muslim friendly tourism need to more models to meet theirs customers' demand.
12	Seyfi & Hall, 2019	Theocratic influence on tourism policy-making and real life experiences	Qualitative research and analysis	“Western-style tourism cannot be replicated in Islamic countries. Tourism in Islamic countries with Islamic histories is built around Islamic rituals. For instance, Hajj, Umrah packages, and Ziarat packages. Tourism in rigid Muslim countries such as Iran and Saudi Arabia has gender differences with more facilities available to males than females”.	The models needed to develop according to local Muslim backgrounds and general Islamic laws.
13	Collins-Kreiner, 2020	Exploring the nexus between religion, tourism, social order, culture, and identity politics.	Qualitative research using Web of Science, Google Scholar.	Most of the working papers are based on pilgrim activities in one single place	More analysis is required applying sociological, political and theoretical science.
14	Luz, 2020	Islamic pilgrimage is considered different experience rather than from Islamic tourism	Content based analysis	Understanding the term of Pilgrim is more beyond from its conventional usage as a pilgrimage to Mecca.	There should be more and deeper study to know Islamic pilgrimage and tourism via political and sociological point of view.
15	Prayag, 2020	Research Directions for the future	Qualitative research based on Literature Review	Islamic Shariah laws and principles are not applied accurately across the World which result in Halal concepts varying accordingly across countries.	The immigration index must be analyzed and the scope of geographical studies to be extended.

#	Author	Problem addressed	Methodology	Findings	Recommendations
16	Ainin et al., 2020	Halal Tourism trends on social media; Twitter	Qualitative research applying tweet content index	“Halal tourism is more popular in Indonesia and Malaysia than in any other Muslim country. In non-Muslim countries, Japan and South Korea are the most popular. It is pertinent that Halal tourists need to ensure what Halal means in the true sense. Over a longer horizon of tweet analysis, the relationship between tweets and tourist destinations can be identified”.	As the Tweet users becoming more and global that emerged as a tool for Halal tourism and gave behavior analysis
17	Pradana et al., 2021	Muslim tourists and Halal purchase intentions	Quantitative research by applying a structured questionnaire	Halal beliefs and Halal consuming have not direct correlation where they attitudes make mediates between relationships.	The analysis might be conducted as countries’ categories like rigid Muslim countries, moderate and non-Muslim countries.

Applying the table above, thematic analysis can be interpreted and understood more meaningfully. From the years of 2009 to 2020, the columns show themes that have been used for reperches. As the table indicates, the Halal tourism as a research topic have been used fewer until 2015. However, it can be ssen that some new themes have been emerged after 2015. Furthermore, it is obviously clear that the topic “Halal Tourism” has been consistently analyzed through the last two decades.

The table shows that some new themes fashioned like Halal foods and catering, Halal tourism and satisfaction and Social media and Islamic friendly tourism. The newly shaped topics stared in 2018 and during 2019 and 2020 have been used more repeatedly. Moreover, the indexes state that researches converted to use more mixed method and quantitative methodology compared to applied of qualitative methodologies.

Overall, the research papers concludes that the countries in Asia like Qatar, Malaysia, UAE and Singapore are drastically developing in Halal tourism sphere. In addition, it is witnessed that every country needs to create its model of Muslim friendly tourism with specific directions. These includes Halal products; Muslim customers destinations; Halal services; Male, Female and children services etc.

**Conclusion.** Summing up the topic, for the further development of Halal tourism key features and considerations include:

1. Halal Food: Muslim travelers look for food that adheres to Islamic dietary laws (halal). This means that the food must not contain pork or pork by-products, and it should be prepared and handled according to Islamic guidelines. Many halal-friendly destinations offer halal restaurants and clearly labeled halal food products.

2. Prayer Facilities: Halal tourism destinations provide prayer facilities and spaces for Muslim travelers to perform their daily prayers, including mosques and designated prayer rooms in hotels, airports, and shopping centers.

3. Modest Accommodations: Many Muslim travelers prefer hotels and resorts that offer privacy and modesty. These accommodations may have separate swimming pools and beach areas for men and women, as well as rooms that provide privacy for families.

3. Cultural Sensitivity: Halal tourism destinations often respect Islamic customs and traditions. This includes dress codes, gender segregation in certain areas, and policies that avoid cultural practices that may conflict with Islamic values.

Alcohol-Free: Many Muslim travelers prefer destinations that do not serve alcohol, as consuming alcohol is prohibited in Islam. Halal tourism often features venues and services that do not offer alcoholic beverages.

4. Family-Friendly Activities: Halal tourism destinations typically offer family-friendly activities and entertainment options that align with Islamic values and are suitable for families.

5. Travel Agencies and Services: There are travel agencies and tour operators specializing in halal tourism that can help plan Muslim-friendly trips, including arranging transportation, accommodations, and activities that cater to the specific needs of Muslim travelers.

6. Destination Marketing: Some countries and cities actively market themselves as halal tourism destinations to attract Muslim tourists. These destinations may offer brochures and information in multiple languages, including Arabic.

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## **OVERVIEW OF STRATEGIC DEVELOPMENT DIRECTIONS BELGOROD REGION**

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*The article presents the key directions of development of the Belgorod region, laid down in the basic document "Strategy of socio-economic development of the Belgorod region until 2030", approved in July 2023.*

**Keywords:** *strategy, development directions, Belgorod region.*

## **ОБЗОР СТРАТЕГИЧЕСКИХ НАПРАВЛЕНИЙ РАЗВИТИЯ БЕЛГОРОДСКОЙ ОБЛАСТИ**

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*В статье представлены ключевые направления развития Белгородской области, заложенный в базовом документе «Стратегия социально-экономического развития Белгородской области до 2030 года», утвержденного в июле 2023 года.*

**Ключевые слова:** *стратегия, направления развития, Белгородская область.*