

Evaluating Halal Tourism and Islamic Sensitives: Halal Hotels

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Abstract

The concept of halal tourism has appeared as a result of having become aware of and developing products and services that take into account the sensitivities of the growing Muslim tourist market. When this issue is examined from a business management perspective, it is perceived that not only do individuals with Islamic sensitivities demand such services as “halal tourism, halal hotel, halal food, halal activities” in exceedingly high numbers, but that the provision of such these services has been successfully achieved. From an Islamic perspective however, this issue raises a number of doubts. In particular, it is difficult to manage every aspect of such a large industry that includes so many products and services in such a way that ensure all aspects conform to Islamic regulations. This study aims to investigate the current situation of Halal hotel management in Turkey from an Islamic perspective by examining consumers’ complaints. The results of the study collected 13 types of complaints by hotel guests concerning hotel services, which were then Islamically evaluated in light of the Holy Qur’an and sahih hadiths.

Keywords: Halal Tourism, Halal Hotel, Halal Trade, Customer Complaints, Islamic Sensitivities.



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