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Development Trends of Halal Tourism in the World

¹ Asadov Nosirjon Nozimovich

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¹ Master student, Department of Tourism and
Hotel business Bukhara state university,
Bukhara, Uzbekistan
n.n.asadov@buxdu.uz

Abstract: the article mainly discusses the development trends of halal tourism on a global scale. In recent years, the demand for halal tourism has been increasing year by year. Countries with developed tourism are also paying great attention to it. Therefore, this article analyzes the development stages of halal tourism. Halal tourism is one of the most well-liked places in the travel industry. More than 180 million Muslims visit various nations each year. At the same time, they select the states that will offer them comfortable surroundings. These include low-cost family motels, halal-certified restaurants without alcohol, and bathrooms with separate spaces for men and women, and mosques.

Key words: tourism, halal tourism, travel, halal products, services, tourism products.

INTRODUCTION

Obviously, the majority of Muslims choose halal tourism when traveling. The development of halal tourism will serve to further increase the flow of tourists. It is estimated that the world population is expected to increase by 35% between 2020 and 2050, which means that the population could reach 9.3 billion. During this period, the number of young people and relatively high birth rate of Muslims is expected to increase by 73%. Thus, in 2050, the number of Muslims will be 2.8 billion, that is, 30% of the world's population, and Christians will be 2.9 billion, that is, 31%. By 2070, the number of Christians and Muslims will be equal, representatives of both religions will make up 32% to 64% of the total population of the world. Later, that is, by the year 2100, Muslims will make up 35% of the total population of the world, and Christians - 34%¹.

According to the information of the Wikipedia site (as of 2019), 1.9 billion people or 24.4% of the world's population are Muslims². 150 million of them travel every year³. More than two-thirds of Muslims live in Asia, and they make up more than 20% of the continent's population. About 30% of

¹ <http://geografiya.uz/bilasizmi/11701-dunyo-aholisi-diniy-tarkibini-ozgarishi.html>

² Michael Lipka and Conrad Hackett (6 April 2017). "Why Muslims Are the World's Fastest Growing Religious Group". Pew Research Center. Archived from the original on August 23, 2017. February 14, 2018.

³ <https://uzreport.news/society/experience-is-exchanged-for-the-purpose-of-halal-tourism-development>

Muslims belong to Africa (almost half of the continent's population). In more than 40 of the 120 countries where there are Muslim communities in the world, Muslims constitute the majority of the population.

In 2017, Uzbekistan took the 28th place in the rating of "Halal tourism" compiled by the "Crescent Rating" organization. In the list, Malaysia took the first place, the UAE took the second place, and Indonesia took the third place. Two years later, in 2019, our country entered the top ten among OIC (Organization of Islamic Cooperation) countries receiving halal tourism consumers in the "Master Card Crescenting Rating" world Muslim tourism index. According to the studies conducted by Thomson Reuters and Dinar Standard research and consulting companies of the United States on the Islamic economy, commissioned by the Emirate of Dubai, the market for "Halal" products and services will grow by 6.5 percent per year in the coming years and 2.6 percent in 2020. showed that it amounted to a trillion dollars.

LITERATURE REVIEW

For a more specific comparison, the size of the "Halal" food and beverage market, which does not contain products forbidden in Islam, was 1.17 trillion dollars in 2015. This figure will reach 1.9 trillion dollars by 2021. According to estimates, today the size of the market of "Halal" cosmetics and pharmaceutical products is 134 billion. is equal to 213 billion dollars by 2021 year equal to the dollar⁴. The annual volume of pilgrimage tourism in the world is 151 billion. is equal to a dollar.

Therefore, halal tourism can also be said to be Sharia tourism as one of the systems in the Indonesian tourism sector, these systems are specially created for Muslim tourists and their implementation still follows the rules of Sharia principles⁵. The concept of halal has become a trend in the global economy, from food, beverages, financial and lifestyle products. Many Islamic countries are starting to use this new concept as their main sector as a new lifestyle trend. Several factors are driving the growth of the Muslim market worldwide, particularly the demographics of the young and large Muslim market. In addition, the rapid economic growth of Muslim countries, Islamic values, Islamic business and lifestyle, the growth of trade transactions between countries, the participation of multinational companies, technology and the promotion of relations between countries⁶.

The Global Muslim Travel Index has compiled a ranking of the best destinations for Muslim travelers in 2022. Malaysia ranks first in the annual Global Muslim Travel Index report compiled by Crescent Rating and MasterCard. But the gap between Malaysia and other Muslim-friendly countries is narrowing, with Indonesia, Saudi Arabia and Turkey sharing second place⁷.

Uzbekistan showed a significant improvement in the ranking this year, climbing 7 places to 9th place.

Criteria include ease of access to the destination, connectivity to the destination, environment at the destination (including safety records and sustainability), and services available to Muslims (eg halal food, hotels, etc.).

Three Demographics Driving Halal Tourism Market Growth: Generation Z (born 1997- 2012), Millennials (born 1981- 1996), and women are the most influential and growing demographics when it comes to Muslim travelers. is a layer.

Fazal Bahardin, founder and CEO of CrescentRating, reports that 70% of the population of nearly 2 billion is under 40 years old, and Generation Z and Millennials make up 50% of the population.

⁴ <http://uza.uz/uz/society/o-zbekistonda-halol-standarti-joriy-etilgan-05-07-2018>

⁵ El-Gohary, H. Halal tourism, is it really Halal? Tour. Manag. Perspect. **2016**, 19, 124–130.

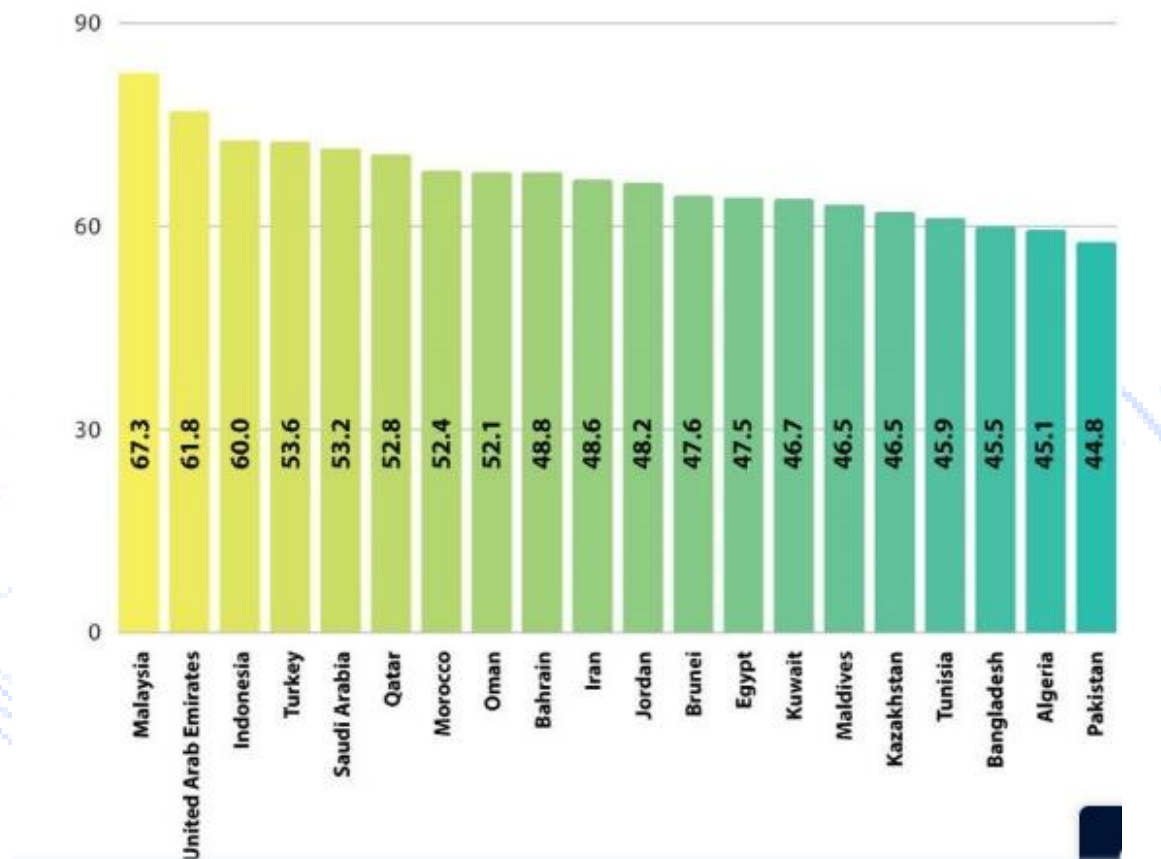
⁶ lasrag, H. Halal Industry: Key Challenges and Opportunities, Munich Personal RePEc Archive. Paper No. 69631. 2016. Available online: https://mpra.ub.uni-muenchen.de/69631/1/MPRA_paper_69631.pdf

⁷ <https://www.islamchannel.tv/blog-posts/here-are-the-top-destinations-for-muslim-travellers-in-the-world>

Additionally, female travelers represent one of the fastest growing segments of the Muslim travel market. They make up 45% of the world's Muslims. Privacy and modesty are serious concerns for female travelers, and facilities that address their needs, such as women-only prayer areas and child-friendly services, must be created, the report said.

RESULTS AND DISCUSSIONS

International Muslim travelers reached 160 million in 2019, and the report says pre-pandemic numbers will rise again by 2024 as the market recovers. The pre-pandemic forecast of 230 million arrivals by 2026 is now projected to be reached in 2028 with spending of \$225 billion.



1- chart. The most visited countries for halal tourism in Muslim countries (according to rating indicators).

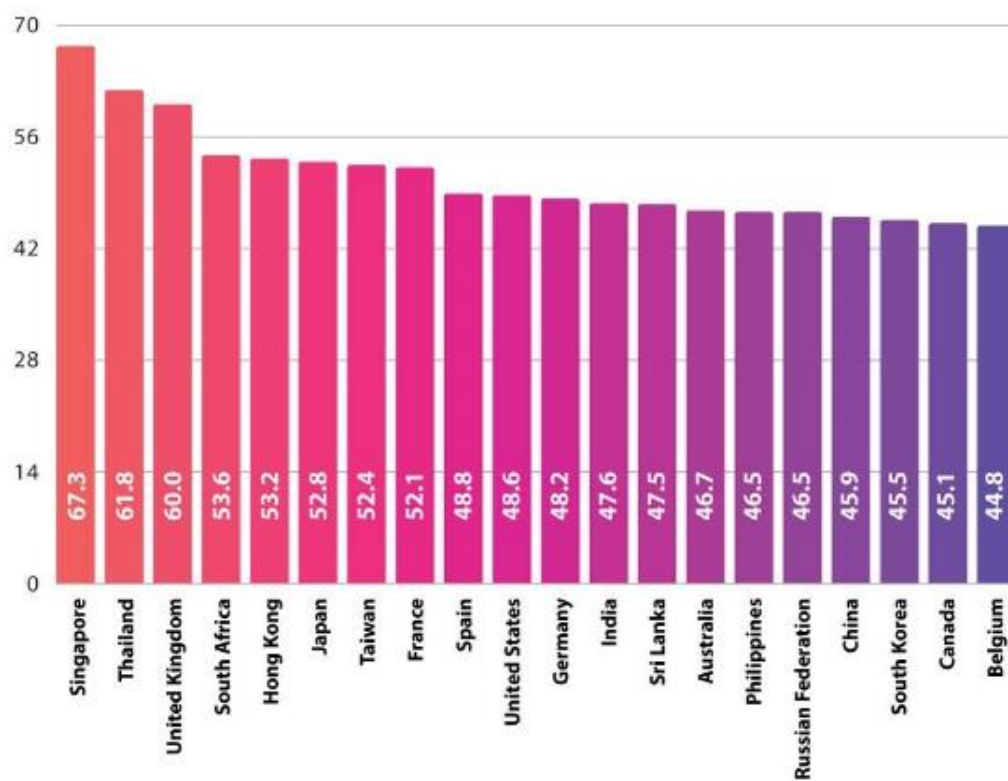
Source: <https://hospitalityinsights.ehl.edu/halal-tourism-global-industry>

Threats to the Halal Tourism Market: There may be ongoing war in Ukraine, rising fuel prices, and emerging diseases such as monkeypox or COVID-19.

Favorite Muslim Travel Destinations:

Among Muslim countries (Chart 1.): 1. Malaysia; 2. Saudi Arabia, Indonesia, Turkey; 3. United Arab Emirates; 4. Qatar; 5. Iran, Jordan; 6. Bahrain, Singapore, Uzbekistan.

Among non-Muslim countries (Chart 1.): 1. Singapore; 2. Taiwan; 3. Thailand, Great Britain; 5. Hong Kong; 6. Japan, South Africa; 8. Philippines, United States of America; 10. Australia, Spain.



2-chart. The most visited countries for halal tourism in non-Muslim countries (according to rating indicators).

Source: <https://hospitalityinsights.ehl.edu/halal-tourism-global-industry>

A new trend that serves to organize tours on the basis of "Halal" standards is the involvement of catering establishments in the provision of services. In modern tourism, the concept of halal goes beyond purely religious Islamic tourism and can be divided into three directions based on the main goals of the tourist: - traditional pilgrimage trips (hajj and umrah); - cultural and educational tours based on halal standards - halal standard hotel services. The proposed classification is verified by monitoring sites for booking halal services. Halal hotel services are the most diverse, but the following categories are often distinguished:

- beach resorts with pools and spas;
- hotels in cities;
- sanatoriums for recreation with spa services;
- villas and private holiday homes. analysis of the world experience in the formation and promotion of halal tours, programs are developed taking into account the individual approach to tourists, groups are formed with no more than 10-20 people. The main target group is couples and parents with children.

According to the data of Rezidor Hotel Group, one of the leaders of the world's hotel business in halal tourism, the volume of halal tourism will increase by more than 20 percent per year in the next 10 years.

According to the research conducted by the Master Card company, one of the prominent representatives of the global payment system, in cooperation with the HalalTrip tourist portal, by 2030, one third of the world's youth between the ages of 15 and 29 will be Muslims. Today, people of this age go on a trip 2-5 times a year, for an average of 4-6 days. By 2025, young Muslims are predicted to spend more than \$100 billion a year on global travel.

The number of Sharia-compliant hotels around the world is growing rapidly. For the first time, such hotels appeared in Arab and other Muslim countries, for example, Malaysia and Turkey. However, countries like Australia, Great Britain, Singapore, Thailand and even Japan have also picked up on this trend. Changes are already being made to the quality of service and infrastructure indicators in these countries. There is a demand for halal tourism services in the world, otherwise investors will not spend their big money on building such hotels⁸.

The Muslim travel market is one of the fastest growing segments of the global travel industry. For example, 117 million Muslims in 2015, 160 million in 2019, and 42 million in 2020 were international travelers⁹. In 2020, the travel price of Muslim tourists exceeded 200 billion¹⁰.

The purpose of most Muslim tourists is leisure (including visiting friends and relatives), which is about 75% of all Muslims. Religious travel accounts for about 10%, which is primarily related to the performance of Hajj and Umrah pilgrimages. Business trips also account for about 10%. Medical or health travel accounts for less than 1% of the Muslim tourism market¹¹.

According to statistics in 2020, the main producing countries of Muslim tourists were Saudi Arabia, Iran, the United Arab Emirates, Qatar, Kuwait, Indonesia and Malaysia. Uzbekistan is considered the cultural center of Central Asia as it is part of the Islamic world. Even during the Eastern Renaissance, this region contributed to the development of Islamic culture, science and art.

In the last few decades, the development of the halal economy in the world has affected the financial sector and Islamic banking. However, it also affects the activity of the tourism market. Halal tourism, originally called pilgrimage and Umrah, is now undergoing a paradigm shift. In halal tourism, religious goals are no longer the main essence, but the travel process must be in harmony with the principles of Sharia¹².

Tourism development is no exception, as non-Muslim tourists can also enjoy Sharia-compliant services. Halal tourism includes the presence of pilgrimage and religious tourist attractions and the presence of ancillary facilities such as restaurants and hotels that provide halal food and places of worship¹³. Tourism products and services and tourist destinations in Sharia tourism are the same as tourism in general, as long as they do not conflict with Sharia values and ethics. The potential of Sharia tourism in Indonesia is huge and can be an alternative to traditional tourism, but the branding and packaging are still not well understood.

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⁹ <https://www.crescentrating.com/reports/global-muslim-travel-index-2021.html>

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