

## Comparison of the Malaysian model of halal tourism with the experience of Algeria

مقارنة النموذج الماليزي الرائد في السياحة الحلال مع تجربة الجزائر

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### Abstract:

This study seeks to highlight the Malaysian model of the tourism industry, which has succeeded in providing the best service to the public in the field of tourism. We have relied on an analytical descriptive approach to illustrate the contribution of halal tourism to economic growth beyond many industries by reference to statistical indicators of a range of criteria: reception, transportation or accommodation, various trips and tourism programs linked to compliance with Islam. Shariah standards and international standards in providing services and dealing with tourists of various purposes.

The results of the study showed that Islamic countries (Turkey, Malaysia and Dubai) and non-Muslim Western countries in Russia, China, France, Thailand and Italy have been racing to offer facilities that are compatible with Islamic beliefs to attract Muslim tourists around the world.

**Keywords:** tourism, halal, services, travels,

**Jel Classification Codes:** L83, Z12, Z32

### ملخص:

تسعى هذه الدراسة إلى تسليط الضوء على النموذج الماليزي لصناعة السياحة ، والذي نجح في تقديم أفضل خدمة للجمهور في مجال السياحة. لقد اعتمدنا على المنهج الوصفي التحليلي لتوضيح مساهمة السياحة الحلال في النمو الاقتصادي بما يتجاوز العديد من الصناعات بالرجوع إلى المؤشرات الإحصائية لمجموعة من المعايير: الاستقبال أو النقل أو الإقامة ، رحلات مختلفة وبرامج سياحية مرتبطة بالامتثال للإسلام. المعايير الشرعية والمعايير الدولية في تقديم الخدمات والتعامل مع السياح من مختلف الأغراض.

أظهرت نتائج الدراسة تسابق الدول الإسلامية (تركيا وماليزيا ودبي) والدول الغربية غير المسلمة في روسيا والصين وفرنسا وتايوان وإيطاليا على تقديم تسهيلات تتوافق مع المعتقدات الإسلامية لجذب السياح المسلمين في جميع أنحاء العالم.  
كلمات مفتاحية: سياحة ، حلال ، خدمات ، نقل.  
تصنيف JEL : L83 ، Z12 ، Z32.

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## 1. INTRODUCTION:

Halal tourism provides entertainment for women in hotel establishments, does not sell alcohol and pork in hotel restaurants, provides suitable places for prayer, and offers travel and guided tours for Muslim families. And the fact that travel and tourism "Halal" has become a fast-growing sector in the field of tourism. Many Western institutions have decided to invest in this aspect for the purpose of profit and attract other categories of tourists. "The Halal travel market has experienced a number of major changes over the past years. At the beginning of the decade, travel agencies and hotels have worked to cater to the needs of Muslim tourists from Halal dining options, baths and prayer facilities. Thanks to the rapid pace of digital and technological transformation, Islamic travel is entering a new phase, or so called Halal Travel, utilizing the techniques of artificial intelligence, enhanced reality and virtual reality to engage Muslim travelers more. Halal tourism is categorically dependent on the necessity of adhering to the Islamic principles. Hence, we will try to analyze the extent of its efficiency in providing services that take into consideration the needs of the Muslim tourist by answering the following problems:

### A. Research problem:

We are trying to answer the following question: What are the most important indicators of halal tourism?

### B. Research importance:

The tourism industry is one of the most popular industries. The importance of this research paper is to first understand the Islamic principles in the Halal tourism industry, which are distinguished from traditional tourism as an input to

the quality of tourism services provided. Hence the importance of the study in general, represented in:

- Know the requirements of the Muslim tourist
- Maintain tourist attractions while taking into account the diversity of religious beliefs.
- The extent to which host countries and the future of tourists meet the credibility and transparency in accordance with the principles of Islamic law.

### **C. Methodology and structure of research**

The descriptive analysis approach was used in our study by introducing Halal tourism and its scope through the indicators of the Islamic tourism market. Then we introduced Malaysia model in implementing Halal tourism. Finally, we dealt with Algeria's experience in halal tourism.

## **2. WHAT'S HALAL TOURISM**

Halal tourism, is a new product in the tourism industry that provides destinations for Muslim families who are committed to Shariah law, including non-alcoholic hotels, swimming pools and health facilities that separate men and women. Halal tourism also offers non-onboard flights Alcoholic drinks or pork, announce prayer times, offer recreational religious programs, offer Korans in the seating pockets, and private spaces to separate male and female travelers. Hence, the needs of the tourist of the Muslim traveler, which distinguish halal tourism from other tourism, are defined. Providing services that facilitate the life of the Muslim individual while traveling, such as the existence of places of prayer and places of entertainment for all members of the family especially women without any feeling of embarrassment or discomfort is the utmost wish of the traveler Muslim. One of the most important needs is to be in peace. Will you spend too much time in the tourism industry? Alcoholic beverages or pork, announce prayer times, and modify programs and hence the needs of tourists or traveler have been determined. Muslim. And the most important of these needs : (Index, Global Muslim Travel Index, March 2016, pp: 6-7)

- A. **Halal foods** : Halal food, including Sharia-compliant food and beverages, is the most important service for Muslim travelers. The levels of Halal food acceptance vary among travelers based on the region they come from. For example, easy access to Halal food and availability is the preferred choice for a Muslim visitor Next from any country.

- B. **Prayer facilities** :Prayer is one of the most important acts of worship in the Islamic religion. It is the second pillar of Islam, but during travel, some of them gather some prayers together and perform them three times a day. Or, in order to meet this need, the services and facilities frequented by Muslims must be equipped with places of prayer 'chapel', and more importantly, clear places for ablution, and identify the Qiblah and everything needed by the worshiper to perform his prayers correctly.
- C. **Ramadan services:** Although there are fewer people who travel during the month of Ramadan, some groups prefer to spend this month away from home, especially if they coincide with school holidays. In order to attract Muslim travelers in this holy month, which has the opportunity of many discounts even by foreign countries that are taking into account this month of Ramadan the most important month of reductions and therefore the receiving country must be able to meet the needs of the Muslim tourist, Breakfast is on schedule.
- D. **Health baths:** For Muslims, water plays a key role in purity and cleanliness, both of which are an important aspect of faith,The Messenger of Allah (peace and blessings of Allah be upon him) said, “Purity is half of iman (faith). Physical hygiene is an important element for the Muslim individual, so he pays particular attention to the cleanliness of bathrooms and toilets.
- E. **Stay away from non-halal activities:** When it comes to travel, Muslim travelers focus on a family-friendly environment that excludes non-proscribed activities such as avoiding alcohol, gambling, nightclubs, and so forth.
- F. **Leisure facilities and services are provided with privacy:** Muslim travelers, while traveling on facilities that offer privacy-friendly activities and services for women and men, include facilities that provide privacy for both men and women: Swimming pools ;Gymnasiums and Beaches .

### **3. ANALYTICAL THE QUANTITATIVE INDICATORS TO HALAL TOURISM:**

The global Muslim population is grow by about 35% over the next 20 years, rising from 1.6bln in 2010 to 2.2bln by 2030. By 2050, the Muslim population could grow between to 2.6 billion - 2.8 billion and represent nearly 30% of the projected global population (worldhalalsummit); While witnessing Islamic tourism market has witnessed a remarkable growth worldwide from the

international tourism market and is at the forefront of the fastest growing sectors, due to the growing wealth on the one hand and the keenness of Muslim tourists to resort to facilities and facilities committed. Turkey, Malaysia, Dubai, and many other countries, some non-Muslim, are racing to attract Muslim tourists around the world to provide facilities that are in line with their religious beliefs. Among these promising models is the Malaysian model of halal tourism.

**Figure 01: OIC vs Non-OIC GMTI 2018 comarison**

Rank	OIC Destination	Score	Rank	Non-OIC Destination	Score
1	Malaysia	80.6	6	Singapore	66.2
2	Indonesia	72.8	16	Thailand	56.1
2	United Arab Emirates	72.8	22	United Kingdom	53.8
4	Turkey	69.1	25	Japan	51.4
5	Saudi Arabia	68.7	27	Taiwan	49.6
6	Qatar	66.2	27	Hong Kong	49.6
8	Bahrain	65.9	32	South Africa	47.7
9	Oman	65.1	35	Germany	45.7
10	Morocco	61.7	36	France	45.2
11	Kuwait	60.5	37	Australia	44.7
11	Brunei	60.5	38	Switzerland	44.0
13	Tunisia	60.2	39	Spain	43.5
13	Jordan	60.2	41	South Korea	43.1
15	Egypt	60.0	42	Philippines	42.8
17	Iran	55.9	45	Canada	42.1
18	Maldives	55.4	45	Russian Federation	42.1
19	Pakistan	55.1	47	China	41.8
20	Kazakhstan	54.8	47	Ireland	41.8
21	Algeria	54.1	49	India	41.6
23	Lebanon	53.4	51	New Zealand	41.2

**Source :** Global Muslim Travel Index « 2018 »

The Halal ecosystem mainly includes three major industries, including food and lifestyle; travel and Islamic finance. Where the on average, the global expenditure of Muslim consumers on food and lifestyle sectors reached **2tln** USD in 2013 and is expected to increase to **3.7tln** USD. The travel sector was valued at **USD140bln** in 2013 and is expected to reach **238bln** USD by 2019 . (Thomson Reuters) Another report by IMARC estimated total global financial assets in the Islamic finance industry at \$ 3 trillion in 2018. Islamic assets are expected to rise to **3.8 trillion\$** by 2023 . (Islamic Development Bank)

Figure 02: Ecosystem: Halal Products and Services

MAJOR SECTORS		
Food and Lifestyle	Travel	Islamic Finance
<ul style="list-style-type: none"> <li>• 2013 - 9.5%, 2tln USD</li> <li>• 2019 - 10.8%, 3.7tln USD</li> </ul>	<ul style="list-style-type: none"> <li>• 2013 - 7.7%, 140tln USD</li> <li>• 2019 - 238bln USD</li> </ul>	<ul style="list-style-type: none"> <li>• 2018 - 03 tln USD</li> <li>• 2023 –3.8tln USD</li> </ul>

Source: Adapted from Thomson Reuters: State of the Global Economy Report

**A. Islamic Tourism Market:**

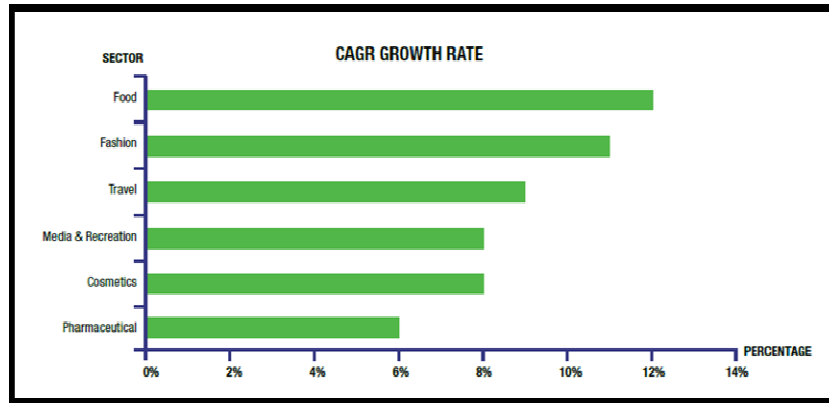
The Muslim travel market continues to rapidly grow fast-paced growth After it was estimated in a year **2017**, to **131 million** Muslim visitor arrivals globally – up from **121 million** in **2016** – and this is forecasted to grow to **10 %** (percent) of the travel segment.to reach **220 US\$** billion by **2020**. It is expected to grow a further **80 billion US\$** to reach **300 billion US\$** by **2026**.

Figure 03: Growth of Muslim travel market



Source : <https://www.halalmedia.jp/wp-content/uploads/2018/04/GMITI-Report-2018.pdf>

Islamic tourism, known as "Halal tourism," has been popularized for not offering any activities or services that violate the teachings of Islamic law in several countries such as Turkey, Malaysia and some Gulf countries over the past years. At a time when these countries, especially the Arab countries, are trying to develop this tourism activity, the interest of halal tourism has reached even Western non-Muslim companies to offer this segment to attract a segment of tourists who grow at a high rate annually. The Halal tourism sector ranks third, as shown in the figure below, among Halal industry sectors in terms of growth, followed by halal food and Halal products. This shows the importance of this sector. And estimated to exceed **238\$ billion** in 2019. The value of the Islamic economy around the world was estimated at \$ 1.9 trillion, according to a report prepared by Thomson Reuters, in cooperation with JD Standard, and with the support of the Dubai Center for the Development of Islamic Economy on the local and global results of the Global Index of Islamic Economics, Which includes **73 States**. . According to this report, Muslim spending on the tourism sector is expected to reach **243 billion\$** in 2021. This is due to increased investment in halal tourism by entrepreneurs.

**Figure 04: Growth of the Halal Industry between Year 2013 & 2019**

**Source:** Adapted from TR State of Global Economy Report, ISRA

The report, "**The World Islamic Economy 2018-2019**," released yesterday in Dubai under the headline "Global Ethical Economy", by Thomson Reuters, predicted spending would reach **3 trillion by 2023**. Food and beverage spending came first with **1 \$ 3 trillion**, then fashion, **\$ 270 billion**, entertainment and entertainment, **\$ 209 billion**, travel by **\$ 177 billion**, drugs at **\$ 87 billion**, and cosmetics, **\$ 61 billion**. The Islamic economy has proven its ability to keep abreast of the latest developments in technology and investment. The companies also adopt Blockchain's payment technology to ensure Halal compliance and to track food, cosmetics and medicines from the manufacturing facility to the retailer.

In addition, there are a large number of international hotels that offer halal food slaughtered according to the teachings of Islamic law and free of any materials prohibited by Islam, such as pork and alcohol. Some of these hotels employ people of Arab origin to provide translation services and other assistance. May be needed by the tourist coming from an Islamic country, and to provide places for prayer. In this context, the British-based Crescent Tours is one of the leading companies in the Halal tourism industry, And a trip to see the Islamic heritage of Turkey, the stronghold of the Ottoman Empire, which for six centuries has been a center of interaction between East and West. The company has directed all its activities towards the preservation of Islamic values and morals and in accordance with the desire of Muslims to implement the commandment The Kempinski Luxury Hotels chain, the oldest in Europe, based in Zurich, plans to build 30 hotels that comply with Islamic Sharia'a, in cooperation with an institution. Islamic. Like the Arab Islamic countries, Dubai alone embraces 6

luxury hotels that adhere to Islamic standards. The first was: Al Jawhara Group, which is ISO 9001 certified for quality, (Al Jawhara Gardens - Al Jawhara Hotel Apartments - Jawhara Metro) Lootah 27 years ago, himself the founder of Dubai Islamic Bank, the first Arab Islamic bank, as well as standing behind a long list of Islamic projects that broke into most of the economic sectors. Despite the fact that most of its non-Arab and Muslim residents, whose nationalities are British, German and Australian, have preferred it to others, despite their knowledge that they do not offer alcohol and are not allowed to enter it.

In the list of countries that do not fall within the Organization of the Islamic Conference for 2015 Singapore ranked first, followed by Thailand, the United Kingdom, South Africa, France, Belgium, Hong Kong, the United States, Spain and Taiwan. A survey of Singapore's multiculturalism as the best non-Islamic destination for Muslim tourists surpassed Thailand, Hong Kong and Taiwan as well as famous tourist destinations such as France, the United States and Britain to become the most non-Muslim Muslim country, according to the World Islamic Tourism Index. To some Muslim countries such as the Maldives and Egypt after having scored more points in the areas of friendly treatment with families and the level of safety and services. There were improvements in the scores for Outreach, Safety and Culture, Dining Options and Halal Assurance and Accommodation Options for non-OIC destinations. The below table gives a breakdown of the average scores of criteria over the last three years.

**Figure 05 : Comparison of 2018 Average Scores for the Top 20 OIC and Non-OIC Destinations**

GMTI40	Top 20 OIC Average	Top 20 Non-OIC Average	GMTI40 Average
<b>Top 20 NON-OIC Average GMTI</b>	62.6	46.7	54.7
<b>Visa Requirements</b>	72	62	67
<b>Air Connectivity</b>	57	52	54.5
<b>Transport Infrastructure</b>	33	61	47
<b>Outreach</b>	36	34	35
<b>Ease of Communication</b>	59	35	47
<b>Digital Presence</b>	27	37	32
<b>Safety &amp; Culture</b>	86	79	82.5
<b>Inbound Economy</b>	35	18	26.5
<b>Enabling Climate</b>	47	76	61.5
<b>Access to Prayer Spaces</b>	100	41	70.5
<b>Dining Options &amp; Halal Assurance</b>	83	49	66
<b>Accommodation Options</b>	46	35	40.5
<b>Airport Facilities</b>	82	45	63.5
<b>Unique Experiences</b>	17	24	20.5

Source : Global Muslim Travel Index « 2018 »



It is worth mentioning that Islamic countries are not the only ones looking to increase their share of the growing Halal tourism market. European and Asian countries are focusing on activating the Halal tourism sector to attract more tourists from Islamic countries. These countries are Singapore, Thailand, Taiwan, Hong Kong, the United States, Britain, Belgium, France, Spain and South Africa. There are estimates that the Halal tourism market accounts for 13% of the global tourism market. Following are the rankings of 20 non-OIC countries according to the World Tourism Indicators 2017 and 2018 :

**Figure 06: Comparison of 2018 Top 20 Non-OIC Destinations with Corresponding Performance in 2017**

Rank	Top 20 Non OIC 2018	Score	Rank	Top 20 Non OIC 2017	Score
6	Singapore	66.2	10	Singapore	67.3
16	Thailand	56.1	18	Thailand	61.8
22	United Kingdom	53.8	20	United Kingdom	60
25	Japan	51.4	30	South Africa	53.6
27	Taiwan	49.6	31	Hong Kong	53.2
27	Hong Kong	49.6	32	Japan	52.8
32	South Africa	47.7	33	Taiwan	52.4
35	Germany	45.7	34	France	52.1
36	France	45.2	36	Spain	48.8
37	Australia	44.7	37	United State	48.6
38	Switzerland	44.0	39	Germany	48.2
39	Spain	43.5	40	India	47.6
41	South Korea	43.1	41	Sri Lanka	47.5
42	Philippines	42.8	42	Australia	46.7
45	Canada	42.1	43	Philippines	46.5
45	Russian Federation	42.1	44	Russian Federation	46.5
47	China	41.8	45	China	45.9
47	Ireland	41.8	47	South Korea	45.5
49	India	41.6	49	Canada	45.1
51	New Zealand	41.2	51	Belgium	44.8

**Source :** Global Muslim Travel Index « 2017 , 2018 »

According to the study of the 2017 World Index of Islamic Tourism by MasterCard and Crescent Consulting, three Middle Eastern countries ranked

prominently as Halal destinations. The UAE ranked second after Malaysia, Turkey ranked fourth after Indonesia, while Saudi Arabia ranked fifth out of 130 countries around the world, based on four criteria, including the size of Islamic tourism it receives, the quality of its Halal ecosystems, awareness campaigns and the size of the sector's contribution to employment.

As seen by comparing the average scores, Asia continues to be the leading region. Oceania and Africa are the second and third best regions, followed by Europe and the Americas respectively.

**Figure 07: Regional Analysis of GMTI 2018 Scores**

Score Comparison by region	Americas	Europe	Africa	Oceania	Asia	GMTI Average
2018 GMTI Average Score	29	36.1	39	39.6	52.8	40.3
2017 GMTI Average Score	33.9	40	43.4	43.8	57.2	45.9
Visa Requirements	63	59	63	62	70	63.9
Air Connectivity	5	32	17	20	49	27.8
Transport Infrastructure	28	47	16	49	36	33.0
Outreach	3	11	20	33	33	18.3
Ease of Communication	24	22	27	43	38	28.6
Digital Presence	10	22	11	22	29	19.1
Safety & Culture	74	75	78	83	84	78.5
Inbound Economy	2	11	11	4	24	12.9
Enabling Climate	40	71	24	66	48	47.5
Access to Prayer Spaces	22	29	69	26	72	49.4
Dining Options & Halal Assurance	26	36	52	41	65	46.1
Accommodation Options	24	26	25	25	40	29.5
Airport Facilities	22	24	31	39	62	36.5
Unique Experiences	10	17	9	12	14	12.8

**Source** : Global Muslim Travel Index « 2017 , 2018 »

#### 4. WHY MALAYSIA'S MODEL ?

As the approach of the theory of the first scientific conference discussing the product of Islamic tourism (Halal) was exactly in the province of Andalusia,

southern Spain, which included experts and owners of tourism agencies and researchers to discuss the prospects of tourism halal, but as a practical approach is considered a global tourism index of the most important reports based on the assessment of tourism Halal This indicator includes a set of basic criteria, such as:

- The suitability of selected countries as a family holiday destination suitable for holidays,
- Level of services and facilities available,
- Accommodation options, marketing initiatives,
- Reception of visitors and expatriates.

Points of each criterion are then calculated until the overall index is reached.

So in our research paper we did choosing Malaysia's leading model, but why Malaysia specifically? We answer this through the characteristics that characterized the State of Malaysia by asking the question referred to below:

**Figure08 : Top OIC Destinations & Non-OIC Destinations**

Rank	OIC Destination	Score	Rank	Non-OIC Destination	Score
1	Malaysia	80.6	6	Singapore	66.2
2	Indonesia	72.8	16	Thailand	56.1
2	United Arab Emirates	72.8	22	United Kingdom	53.8
4	Turkey	69.1	25	Japan	51.4
5	Saudi Arabia	68.7	27	Taiwan	49.6
6	Qatar	66.2	27	Hong Kong	49.6
8	Bahrain	65.9	32	South Africa	47.7
9	Oman	65.1	35	Germany	45.7
10	Morocco	61.7	36	France	45.2
11	Kuwait	60.5	37	Australia	44.7
11	Brunei	60.5	38	Switzerland	44.0
13	Tunisia	60.2	39	Spain	43.5
13	Jordan	60.2	41	South Korea	43.1
15	Egypt	60.0	42	Philippines	42.8
17	Iran	55.9	45	Canada	42.1
18	Maldives	55.4	45	Russian Federation	42.1
19	Pakistan	55.1	47	China	41.8
20	Kazakhstan	54.8	47	Ireland	41.8

**Source :** Global Muslim Travel Index : Analysis of GMTI 2018 Scores (**Rank**)

Malaysia continues to top the index for the eighth consecutive year. The destination has managed to maintain its leadership as one of the best destinations for Muslim travelers in terms of the various criteria that were analysed. Indonesia

has risen in the ranks and is tied with United Arab Emirates at second spot. Singapore retained its top position among non-OIC destinations with significant improvement in its standing along with Japan and Taiwan.

Tourism is the third largest source of national income by 15 %, Malaysia tops the rankings for overall Good Communications by the destinations to Muslim travelers. Indonesia scored strongest in terms of Outreach. There was a considerable lack of strong Digital Presence by most destinations.

**Figure09 : Top 10 Destinations – Communications**

Destination	Ease of Communication score	Digital Presence	Outreach	Total
<b>Malaysia</b>	95.3	68.1	76.3	239.6
<b>Indonesia</b>	83.0	59.7	93.8	236.5
<b>Singapore</b>	77.9	48.6	51.3	177.8
<b>Thailand</b>	36.8	51.4	63.8	151.9
<b>Japan</b>	19.1	58.3	62.5	139.9
<b>United Arab Emirates</b>	71.0	23.6	38.8	133.4
<b>New Zealand</b>	53.4	36.1	40.0	129.5
<b>Brunel</b>	78.4	23.6	26.3	128.3
<b>Bahrain</b>	71.5	22.2	31.3	125.0
<b>Australia</b>	53.4	23.6	46.3	123.3

Source : Global Muslim Travel Index « 2018 »

Malaysia topping the list destinations in the top 10 list with Enabling Services are OIC-destinations, Malaysia has optimal service touchpoints which made the one of key to welcoming and retaining Muslim travelers to each destination.

**Figure 10: Top 10 Destinations – Enabling Services**

Destination	Restaurant	Prayer Places	Airport	Unique Experiences	Hotel	Total
<b>Malaysia</b>	95.0	100.0	100.0	10.2	75.2	380.4
<b>Indonesia</b>	90.0	100.0	100.0	18.0	59.4	367.4
<b>Saudi Arabia</b>	95.0	100.0	100.0	9.2	62.9	367.1
<b>United Arab Emirates</b>	80.0	100.0	100.0	10.4	72.3	362.7
<b>Egypt</b>	85.0	100.0	80.0	53.8	37.9	356.7
<b>Turkey</b>	75.5	100.0	86.7	40.8	51.5	354.5
<b>Qatar</b>	90.0	100.0	100.0	9.6	54.6	354.2
<b>Oman</b>	80.0	100.0	100.0	9.6	46.5	336.1
<b>Bahrain</b>	70.0	100.0	100.0	20.8	44.8	335.6
<b>Iren</b>	85.0	100.0	80.0	33.2	34.4	332.6

Source : Global Muslim Travel Index « 2018 »

Ease of Access of destinations is dependent on the scores of Visa Requirements, Air Connectivity and Transport Infrastructure. Turkey was the top

destination, with Malaysia, Singapore, UAE and Hong Kong rounding up the top five destinations. Six out of the top 10 destinations for Ease of Access were non-OIC destinations.

**Figure11 : Top 10 Destinations – Ease of Access**

Destination	Air Connectivity	Visa Requirements	Transport Infrastructure	Total
Turkey	100.0	81.3	49.2	230.5
Malaysia	71.0	96.0	56.4	223.4
Singapore	64.4	71.4	85.4	221.1
United Arab Emirates	92.0	65.5	56.7	214.3
Hong Kong	47.8	77.1	88.3	213.2
Germany	77.4	58.7	75.5	211.6
Netherlands	70.0	58.7	79.9	208.7
France	72.4	58.7	74.1	205.3
United Kingdom	75.2	54.7	73.7	203.6
South Korea	53.5	84.4	60.7	198.6

Source : Global Muslim Travel Index « 2018 »

And its occupation has been an Islamic tourist destination for Muslim tourists for many years since the emergence of this modern product. It has 6,229 mosques under the supervision of the Department of Islamic Development and Bamama 10 377 Imam, as well as following the policies of those who offer products of private haraam in the holy month, and includes the most important Islamic hotels called hotels friendly to Muslims. Including Grand Blue Wave, TCH Hotels, Predana BNP Hotel & S & W, and Du Palma, which includes ethical codes on the Traveler's Guide website and offers food suitable for the month of fasting under the supervision of the Islamic Center For tourism, and in terms of leisure, it also provides private beach areas for women only, and others have mixed beach areas for families with respect to swimming in the attire, as well as the existence of prayer facilities All these features enabled by the Halal tourism industry, Attracts Muslim tourists as Arab investors began a \$ 303 million (\$ 1.1 million) project To build two "Arab cities" in Malaysia's historical Malakas, according to the Malaysian Star Daily, one on a small island south of the city and the other on the beach west of the historic port, with the aim of attracting more Arab tourists looking for such tourism in Malaysia Indonesia and Brunei, such as those indicated in the table below:

**Figure 12 : Malaysia's most important achievements in halal tourism**

<b>2011</b>	5.22 million Muslim tourists were registered
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<b>2012</b>	Malaysia recorded 5.44 million Muslim tourists, accounting for 21.75% of the total number of tourists
<b>2013</b>	<p>Malaysia was the top tourist destination in the world, followed by Turkey and the United Arab Emirates in second and third places respectively, followed by Singapore, Russia, China, France, Thailand and Italy. According to a survey by the American Standard Standard for Marketing Research, which specializes in studying the markets of Islamic countries. Depending on the :</p> <ol style="list-style-type: none"> <li>1. <b>Quantitative indicators:</b> <ul style="list-style-type: none"> <li>• Average trips and destinations for tourists from Islamic countries.</li> <li>• Data from the tourist markets in more than 50 countries around the world, where Malaysia achieved the best result, with an estimate of 8.3 on a scale of 1 to 10.</li> </ul> </li> <li>2. <b>Quality Indicators:</b> <ul style="list-style-type: none"> <li>• How successful countries are in meeting the growing number of Muslim tourists.</li> <li>• Availability and service of hotels that meet the needs of Muslim guests, such as: easy access to Halal food and provision of places of prayer.</li> <li>• The level of security in the tourist destination.</li> <li>• Access to halal food and the provision of places of prayer, and whether the hotels meet the needs of Muslim guests or not.</li> </ul> </li> </ol>
<b>2014</b>	Malaysia topped the list of Muslim travelers for the top 10 destination destinations for families that prefer Halal tourism, followed by the UAE, Turkey, Indonesia, Saudi Arabia, Morocco, Jordan, Qatar and Tunisia. Where alone Malaysia and Turkey attracted 13% of the total Muslim travelers and the number of tourists coming to Turkey about 39 million tourists last year, while in Malaysia about 25.7 million foreign tourists, while the number of tourists coming to Egypt about 9.5 million tourists During the same year. The global expenditure of Muslims on travel, excluding Hajj and Umrah on the world market, accounts for 11 percent of global spending on travel markets. The number of Muslim travelers in the world is 108 million, with a volume of 145 billion US dollars (Global Muslim Travel Index , 2015)
<b>2015</b>	Malaysia ranked first in the World Islamic Tourism Index, followed by Turkey, United Arab Emirates, Saudi Arabia, Qatar, Indonesia, Oman, Jordan, Morocco and Brunei, among the OIC countries. Where 117 million Muslim tourists were registered in 2015. (Global Muslim Travel Index , 2015)
<b>2016</b>	The number of Muslim tourists reached 121 million compared to 155 billion dollars from the Halal tourism market .(Index, Global Muslim Travel Index, March 2016, pp: 6-7, 2016)

<b>2017</b>	Malaysia ranked first, followed by the United Arab Emirates 2, Indonesia 3, Turkey 4, Saudi Arabia 5, and Qatar 6. According to the same report, the Halal tourism market will continue to grow rapidly in the coming years, The number of Muslim tourists is expected to reach 156 million by 2020. (Global Muslim Travel Index , 2017)
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Source : Global Muslim Travel Index « 2013-2017 »

Malaysia has been the leader of the Halal tourism model since 2013 or slightly earlier, according to reports by Standard US Marketing Research, Crescent Racing, MasterCard and Global Halal Tourism Reports. Malaysia has always ranked first, followed by Turkey and some Gulf countries such as UAE and Saudi Arabia As well as other non-OIC countries such as Singapore and Thailand, are a favorite tourist destination for many Muslim travelers. In Malaysia, Malaysia ranks 20th among the OIC countries according to the Islamic Tourism World Index 2017 and 2018, as indicated below:

**Figure 13 : Comparison of 2018 Top 20 OIC Destinations with Corresponding Performance in 2017**

Rank	Top 20 OIC 2018	Score	Rank	Top 20 OIC 2017	Score
1	Malaysia	80.6	1	Malaysia	82.5
2	Indonesia	72.8	2	United Arab Emirates	76.9
2	United Arab Emirates	72.8	3	Indonesia	72.6
4	Turkey	69.1	4	Turkey	72.4
5	Saudi Arabia	68.7	5	Saudi Arabia	71.4
6	Qatar	66.2	6	Qatar	70.5
8	Bahrain	65.9	7	Morocco	68.1
9	Oman	65.1	8	Oman	67.9
10	Morocco	61.7	9	Bahrain	67.9
11	Kuwait	60.5	11	Iran	66.8
11	Brunei	60.5	12	Jordan	66.3
13	Tunisia	60.2	13	Brunei	64.4
13	Jordan	60.2	14	Egypt	64.1
15	Egypt	60.0	15	Kuwait	63.9
17	Iran	55.9	16	Maldives	63.1
18	Maldives	55.4	17	Kazakhstan	62
19	Pakistan	55.1	19	Tunisia	61.1
20	Kazakhstan	54.8	21	Bangladesh	59.8
21	Algeria	54.1	22	Algeria	59.4
23	Lebanon	53.4	23	Pakistan	57.6

Source : Global Muslim Travel Index « 2017, 2018 »

### 5. Algeria's experience in Halal tourism:

Algeria was absent from the global index of Islamic tourism before 2015, as the reports of the International Organization for Tourism have been limited to encourage the tourism sector desert. And the improvement is reflected in the efforts and measures taken by the competent authorities in the tourism sector for the advancement of Halal, where Algeria ranked 21 out of 130 destinations

around the world more in line with the needs of Muslim tourists. According to this classification of the 2017 version of the recently published World Islamic Tourism Index, three criteria have been adopted to prioritize the destinations of Muslim tourists, security and holiday quality for tourists with family, quality of Halal services, good reception, easy access to places of worship, The form of restaurants and accommodation centers, "while Tunisia moved to Algeria, where it replaced the 20th place in terms of compatibility with the needs of Muslim tourists, while Algeria came in the 21st place. Since the summer of 2014, a group of young people from the coastal districts of Algiers have formed committees to impose "modesty" in the beaches in cooperation with committees formed by imams who initiated a campaign called "Islamic beaches with Algerian values" Or fragmentation of space or public space according to different religious patterns. The map in the following **figure 14** shows that the first 30 countries are classified as follows: 1 Saudi Arabia, 2 Malaysia ,3 United Arab Emirates, 4 Turkey ,5 Kazakhstan ,6 Indonesia ,7 Egypt ,8 Iran ,9 Germany , 10 Azerbaijan , 11 Nigeria ,12 Qatar ,13 Pakistan ,14 Albania ,15 Algeria ,16 Oman,17 Tunisia , 18 Russia , 19 Lebanon , 20 UK, 21 India,22 Morocco , 23 Kuwait ,24 China, 25 France , 26 Uzbekistan, 27 Kyrgyzstan, 28 Bangladesh, 29 Singapore , 30 Jordan .

**Figure 14: Top 30 Muslim Outbound Markets in GMTI 2018**



**Source :** Global Muslim Travel Index « 2018 »

Where Algeria is occupied the first rank in countries destinations represent a vast majority of annual Muslim visitor arrivals at the African level. The 130 destinations ranked in the report cover 48 OIC destinations and 82 non-OIC destinations. Such as described below



Figure15 : rank in countries destinations

Africa	Asia	Americas	Europe
Algeria	Azerbaijan	Argentina	Albania
Benin	Bahrain	Aruba	Andorra
Burkina Faso	Bangladesh	Bahamas	Austria
Cameroon	Brunei	Bolivia	Belgium
Chad	Cambodia	Brazil	Bosnia and Herzegovina
Comoros	China	Canada	Bulgaria
Djibouti	Cyprus	Chile	Croatia
Egypt	Georgia	Colombia	Czech Republic
Gabon	Hong Kong	Costa Rica	Denmark
Gambia	India	Cuba	Estonia
Guinea	Indonesia	Dominican Republic	Finland
Guinea-Bissau	Iran	Ecuador	France
Ivory Coast	Japan	El Salvador	Germany
Kenya	Jordan	Guam	Greece
Mali	Kazakhstan	Guatemala	Hungary
Mauritius	Kuwait	Guyana	Ireland
Morocco	Kyrgyzstan	Jamaica	Italy
Mozambique	Laos	Mexico	Latvia
Niger	Lebanon	Nicaragua	Lithuania
Nigeria	Malaysia	Panama	Luxembourg
Senegal	Maldives	Peru	Malta
Sierra Leone	Oman	Puerto Rico	Netherlands
Somalia	Pakistan	Suriname	Norway
South Africa	Philippines	United States	Poland
Sudan	Qatar	Uruguay	Portugal
Swaziland	Saudi Arabia		Romania
Tanzania	Singapore		Russian Federation
Togo	South Korea		Slovak Republic
Tunisia	Sri Lanka		Slovenia
Uganda	Taiwan		Spain
Zimbabwe	Tajikistan		Sweden
	Thailand		Switzerland
	Turkey		Ukraine
<b>Oceania</b>	Turkmenistan		United Kingdom
Australia	United Arab Emirates		
New Zealand	Uzbekistan		
Fiji	Vietnam		

Source : Global Muslim Travel Index « 2018 »

Algeria ranked 21 via terms of five dimensions and each dimension includes a set of criteria ; ou get the points as follows:

**a. Gmti :**

- 2018 Rank (21)
- 2018 Score (54,1) ,

**b. Environement :**

- Enabling Climate (37),
- Safety And Culture (84)

- Visitor Arrivals (35)
  - c. Services :**
  - Restaurant (89)
  - Prayer Places(100)
  - Airport (50)
  - Unique Experiences (10)
  - Hotel (25)
    - d. Communication :**
    - Ease Of Communication(56)
    - Digital Presence(22)
    - Outreach(25)
      - e. Access :**
      - Air Connectivity(46)
      - Visa Requirements(51)
      - Transport infrastucture(31) .

## **6. CONCLUSION :**

Through this paper we can come up with a set of results that we include as follows:

- Halal tourism derives its principles from the values of Islam, which calls for the moral values of the provisions of Islamic law.
- Halal tourism has grown significantly across the world and faster than other sectors. The influx of foreign tourists to non-Muslims on hotels in line with the traditions of Islamic law, and their reluctance to hotels that have their requests are forbidden in Islam.
- The experience of halal tourism has boosted the tourism sector with the expansion of geographic boundaries to attract new international investment flows such as: in the Middle East Singapore, Thailand, United Kingdom, South Africa, France, Belgium.
- Increased efforts in tourism within the framework of the guidelines of the Shari'ah have produced a variety of Sharia'a compliant products and services: halal foods, halal beaches that respect gender privacy, decent swimming suits according to Islamic law, non-alcoholic hotels, swimming pools, Between men and women, the Halal tourism industry also offers flights with no alcohol or pig meat, prayer times, religious entertainment programs,

Koran in the seating pockets, private seating for male and female travelers, hospitality Compatibility with Islamic law ... etc ....

- Penetrating Halal tourism to some Western countries such as: Hong Kong, United States, Spain and Taiwan
- Malaysia is the world's halal tourism industry.

The achievement of Islamic tourism for these gains is very important, but the Islamic countries need to reform their economies and improve their investment climate by applying the recommendations they provide to enhance the ways to meet the challenges and infrastructure for the growth of this new product, which can be summarized as follows:

- Consolidation and integration to enhance cooperation between regional and global countries in which Islamic tourism services are provided by harmonizing legitimacy with economic efficiency.
- To create legal systems and appropriate frameworks in line with international standards and in the application of Islamic law.
- Creating a unified ethical culture and enhancing the effectiveness of the supervisory and supervisory systems appropriate for spreading moral awareness.
- Organizing Islamic tourism exhibitions and cultural events on a regular basis, similar to the Islamic Trade Fair, with the publication of a code of good Islamic tourism practices.
- The selection of tourism leaders in the departments of high efficiency is good to talk and interact with local and international media and possess the tools to stimulate and encourage tourism with the need to rearrange the sectors and bodies of the Ministry of Tourism from within, in accordance with Islamic law.

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