

## THE TECHNICAL-MATERIAL BASIS NECESSARY FOR THE PRACTICE OF HALAL TOURISM

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**Abstract.** *The technical-material base occupies an important place in the tourist offer, allowing, in fact, to highlight the potential of each tourist area, it includes all the material means that tourism uses to achieve its social and economic functions, through the volume and its specific structure reflects the degree of tourism endowment and development both as a whole and at community-territorial level. The interdependence between the tourist demand and the specific halal technical-material base is very pronounced and it is not easy to distinguish which is the dependent variable and which is the dependent one, because there is a close relationship between them. A tourist place with potential, European capital of culture, it cannot be a halal tourist offer, if it does not have the endowments, the necessary halal means of any kind, including religious, and the practice of tourism forms compatible with Islam. The basis for the development of activities specific to halal tourism represents the elements of the specific technical-material basis for practicing this subtype of ecumenical tourism: halal standard, transport, accommodation, food, finances and halal tourism packages that include, visits to places related to Islam, anthropic resources, places where events, specific monuments and other tourist packages compatible with the practice of halal tourism took place.*

**Key words:** *ecumenical tourism, potential, technical-material basis, halal tourism*

### INTRODUCTION

Ecumenical, religious or tourism based on faith is the form of tourism through which believers travel individually or in organized groups to destinations, as pilgrims, missionaries or to spend free time in areas where they can gather or admire landscapes with special natural or human resources [10,15,16]. Islamic tourism is an alternative to conventional tourism that takes place at different destinations in the sense that [3,9]:

- demands compliance with halal requirements, hotel products, services, entertainment and avoidance of haraam products and services;
- offers opportunities for improving knowledge, learning other meanings of tourism, understanding concepts, pleasure, vacation, recreation;
- does not only mean visiting holy places, mosques, relics and other places related to the history of Islam;
- may also include tourist attractions such as pre-Islamic sites and natural beauty provided that the Islamic perspective on them is clear to potential tourists as well;

Halal tourism or Islamic tourism is a sub-type of tourism intended for Muslim families who accept and act according to the laws of Islam (Sharia). The term halal means "permissible" and refers to agriculture, beverages, accommodation, clothing, toys, logistics, food, toiletries, cosmetics, pharmaceuticals and food supplements [6], services (finance, tourism) and technology [4,8]. Its antonym is the term haraam which means "forbidden" but other terms are used as synonyms for halal tourism: Muslim tourism, Sharia tourism and ziyarah (pilgrimage) tourism. In halal tourism, the main problem is the accommodation of Muslim tourists and non-Muslim tourists in the same place without harming either one or the other [4]. The Muslim world has created its own World Tourism Organization, following the model of the World Tourism Organization.

The Qur'an encourages, with the help of 16 verses, three forms of "tourism" that allow the accumulation of knowledge and the testing of individual perseverance and patience [5]:

- Hijja, travel and pilgrimage to Mecca, mandatory at least once in the life of an adult Muslim (if physically fit);
- Zejara, visiting other holy places;
- Rihla, the journey to other purposes (trade, education), in which the emphasis is put on moving with a certain purpose as a component of the spiritual journey in the service of Allah.

Islamic tourism can be described in economic, cultural and religious terms [7]:

- From an economic point of view, Islamic tourism aims to strengthen institutional and governmental cooperation within the Muslim world, develop new tourist destinations and expand tourism around the world;
- from a cultural point of view, Islamic tourism focuses on Islamic topics in the organization of tourism programs and presents Islamic heritage sites (including places of religious pilgrimage) that Muslim tourists can visit;
- from a conservative religious point of view, Islamic tourism aims to adapt the tourism industries to the fundamental interpretations of Islam (with gender-segregated places and no alcohol), as well as the financing and "Islamic" organization of tourism in the direction of "inter-Islamic community tourism".

### **MATERIAL AND METHOD**

This form of tourism is not only based on religious pilgrimage, halal tourism offers a broader cultural context by reorienting tourist destinations to places with lower consumption and Western culture and to more historical Islamic cultural and religious sites, combining religious tourism and leisure in common programs such as cultural capitals, which were under Islamic influence, such as Timisoara which was under this influence 164 years. Due to this fact in this scientific endeavor, for the diversification of the cultural tourist offer, we come up with proposals for the diversification of the technical-material base with respect to the Sharia and attracting new consumers of halal tourist products. Sharia, Islamic tourism, brings together all the features of sustainable tourism because it is based on the teaching of divine revelation and the explanation of the relationship between people, Islamic thinking and the environment.

### **RESULTS AND DISCUSSIONS**

Halal tourism is a subcategory of religious tourism for Muslim families who respect Sharia - the moral code and religious law of the Muslim religion - which covers general topics such as economy, crime or politics and personal topics such as diet, daily etiquette, hygiene, fasting or prayer. Measuring the effect of the motivation of halal tourism by some researchers on tourist satisfaction and loyalty to the destination highlights that Islamic attributes and quality of services in certain areas have a significant impact on tourist satisfaction and loyalty to the destination while destination attributes do not have an impact on tourist satisfaction and loyalty to the destination. At the same time, however, the overall satisfaction of the halal tourist has an impact on loyalty to the destination [9,11,12,13];

Regarding the technical-material basis, it is necessary to meet the following conditions for the practice of halal tourism [1,2,10,14,18]:

1. transport to the destination using halal airplanes which must:
  - to announce the hours of prayer;
  - to be clean,

- not to offer drinks;
- offer halal menus;
- provide Islamic programs as entertainment during the flight;
- provide publications in accordance with the Qur'an and copies of the Qur'an in the back pockets of the seats;
- observe the evening meal (served at sunset which is determined by the position of the aircraft) which interrupts the daytime fast during Ramadan.

2. accommodation units must have:

- private baths and saunas for women;
- to have the Qur'an in every room;
- have a portable shower;
- to have floors reserved only for women;
- have non-alcoholic facilities;
- have separate recreation facilities for women and men;
- have a marking indicating in which direction Mecca is;
- to have halal food in the hotel and in the immediate vicinity of the hotel;
- to have female staff for the floors reserved for women and male staff for the floors reserved for men;
- to have a private swimming pool with special hours only for women;
- have a calendar with prayer hours;
- to have a prayer mat in each room;
- to have a modestly dressed, well-mannered and moral staff;
- to have a special restaurant for families;
- to have a prayer space;
- not have adult TV channels,
- not to have a disco or bar;
- not to have art objects that represent the human body;
- not to have the bed and toilet facing Mecca;
- to respect the zakad principles (to give a part of the profit to the community);
- to check the civil status of the guests.

3. food establishments - halal restaurants must have:

- halal certified kitchen, separate from non-halal kitchen;
- halal food, which:
  - during preparation, processing, transport or storage, has not been in direct contact with any food;
  - has not been prepared, processed, transported or stored with the help of any haram apparatus or installation;
  - does not contain anything that is considered illegal in accordance with Sharia.

Furthermore:

- halal foods may be prepared, processed or stored in different sections or lines within the same premises where haram foods are produced, provided that the necessary measures are taken to prevent any contact between halal and haram foods;
- halal food may be prepared, processed, transported or stored using facilities which have previously been used for haram food, provided that the appropriate cleaning procedures are followed in accordance with Sharia.

The food, ingredients or additives of haram are:

- ingredients of animal origin:
  - animals that, according to Sharia, cannot be killed;
  - animals that live both in water and on land (frogs, crocodiles.);

- carnivorous animals with fangs and claws (lions, tigers, bears);
- animals considered repellent (fly larvae, flies, lice);
- harmful animals (myriapods, scorpions, rats.);
- poisonous and dangerous aquatic animals;
- animals that have not been slaughtered according to Sharia (the animal must be halal and alive at the time of slaughter, the instrument used must be sharp and not removed from the animal during slaughter, the slaughter must be done by cutting the trachea, esophagus and main arteries and veins from the neck region, the sacrifice to be made by a mentally healthy Muslim who knows the procedure of Islamic sacrifice);
- mules and donkeys;
- dog, monkey or snake;
- clawed birds of prey (hawks, eagles);
- pig or wild boar;
- blood;
- ingredients of vegetable origin:
- poisonous and dangerous plants, if the toxin cannot be removed by processing;
- drinks:
- alcoholic beverages;
- energy drinks.

The literature abounds in studies on the practice of halal tourism in Muslim countries and beyond, researchers [3,9,17] focusing on:

a. the effects of state religion on the development of tourism in theocratic countries and found that the Islamic religion has a considerable impact on the conditions of tourist destinations and domestic and foreign tourists and that it influences the determination of content, direction and implementation of tourism policies.

b. arguments for halal tourism - natural beauties, archaeological heritage, cultural heritage, Islamic heritage, historical heritage, recreational tourism products - but also barriers to the implementation of Islamic tourism, lack of international promotion of Islamic heritage, lack of Islamic recreational events, lack of tourist infrastructure, appropriate, ignorance of Islamic tourism, low preference for ecotourism.

c. availabilities, destination countries, halal attractions and facilities, for tourism development, tourist safety and possibilities to adapt the technical-material base in tourist destinations to meet the requirements.

Taking into account these aspects, in areas with tourist potential, natural and anthropic resources that have financial power can be improved the technical-material basis or adapted for the practice of halal tourism because this form of tourism is deeply involved in tourism in terms of halal tourism products offered by travel agencies around the world:

- the conditions that a new tourist destination must meet - European capital of culture and external tourists;
- determining the content, direction and implementation of tourism policies;
- supporting travel and tourism for spiritual, physical and social purposes;
- encouraging tourism operators to provide halal-type products/services and Islamic adherence to the principles referring to conduct, clothing, food and prayer, in order to achieve the goals in building the technical-material base;

Halal tourism allows tourists to practice other forms of tourism: shopping, medical, recreational, sports and cultural by acquiring knowledge and information meditating on the beauties created by the divinity, by the flexibility of this form of tourism. We consider that the basis for the development of activities specific to halal tourism is the following elements of the specific material base presented below:

- halal standard of the technical-material base grafted on quality management systems specific to the hospitality industry;
- halal transport - halal flights serving halal food and drink, prayer facilities, samak-type cleaning of clothes;
- accommodation at a halal hotel offering halal services to tourists;
- halal food including beef or poultry slaughtered according to Sharia principles, with halal ingredients, prepared in certified halal hygienic kitchens;
- halal finance;
- halal tourist packages, visits to places related to Islam, mosques, monuments, halal food promotion, other tourist packages compatible with halal tourism.

### CONCLUSIONS

The practice of halal tourism can be done in any area of the Earth, which has a specific material base on transport, accommodation, food and halal leisure, because many forms of tourism are compatible with Islam and encouraged by its teachings, tourism with its forms being perceived as worship, learning and knowledge, calling and transmitting the message of the Prophet and contemplating in admiration the creation of Allah. In areas with natural and anthropic resources, places related to Islam or its influence, before offering for consumption halal tourist products/services, it is necessary to make investments in the technical-material base of reception, which should ensure all the necessary requirements to practice this form of tourism, spiritual fulfillment, the need for cultural satisfaction, increasing knowledge of any kind including religious and practicing forms of tourism compatible with Islam. We consider that the basis for the development of activities specific to halal tourism is the halal standard of the technical-material base grafted on quality management systems specific to the hospitality industry: transport, accommodation, food, finance, specific products/services.

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