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New Tendency and Standardization of Halal Tourism

Tourism is the most important source of income in developed or developing countries and is the fastest growing sector. Especially, tourism in developing countries, on the economic growth; fighting poverty, it is the best method applied in the creation of new sources of employment matter. Countries, states, cities are entering the race to attract many tourist to provide more income. This causes the race to be at the forefront in the global competition by creating attractive new trends. Halal tourism is an alternative tourism product that can keep our country at the forefront of the international tourism market in this race. Halal tourism is 1.133 million people traveled on nowadays, it is important tourism product. And, the number of these people are expected to be 1.8 billion in 2030. Moreover, tourism revenue was 1 billion 245 million dollars in 2014. Halal tourism, the need for accommodation of Islamic rules and beliefs are based on activities to overcome. International tourism market grew by 3,8 percent annually on average in recent years, Islamic tourism market has recorded growth of 4.8 percent. According to a 2013 survey of Dinar Standard Research Institute it has provided 135 million Muslims in the World and has spent 139 billion dollars in tourist circulation. In 2020 the Muslims tourism market is expected to reach a business volume of approximately 192 billion dollars. Turkey to raise the share of this pie, and the presence of the country's halal tourism brand towards making Turkey the country will be as an instrument to prepare for competition. The difference from other countries will demonstrate in this way. However, with such a structure will reach a point that deserves tourism in Turkey.