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CONSIDERATION OF HALAL TOURISM

Tourism is complementing of events and relations that arising from travel and accommodation, on condition that in order not to yield and settle permanently. In brief, tourism is travel and temporary accommodation out of the place that we live permanently, as a consumer. (Uckun, 2004:28). Halal tourism is carrying out of the fact of tourism pursuant to commands, prohibitions and suggestions of the religion of Islam. While Halal tourism establishments are establishments producing and marketing goods and services that conservative tourists needed during their travel. In the other words, it's possible to define establishments that services in concept of halal tourism as derivative of tourism establishments that present product or service according to Islamic fundamentals. (Arpacı, 2015: 26)

Turkey is second country in the list of countries that Muslim tourists are visiting, after Malaysia. The most preferred countries by Muslim tourists after Turkey by order United Arab Emirates, Singapore, Russia, China, France, Thailand and Italy.

It is seen that number of tourists coming from countries that Muslim population lives intensively to Turkey was increasing last three years permanently. Tourists coming from every country are increasing except Egypt and Lebanon. In consequence of being Muslim of tourists coming from those countries, concentrate on marketing strategy aimed at that population, giving priority to halal tourism from kinds of alternative tourism intended this niche market provides more tourist to come and more tourism revenue.

In today's globalized world, tourism became an important source of income and lifestyle and improving fast. Halal tourism establishments that services vacation in compliance with Islamic belief and practices are considered recent for now. These establishments that servicing bearing in mind sensitivity of religion of Islam have started to get an important place in today's tourism industry. Also halal tourism consideration results and improved advises will be mentioned.