



Islamic Marketing for Sustainable Tourism: A Synergy towards Responsible Travel, Case of Turkey

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Received: 17/2/2026

Accepted: 12/5/2026

Published: 5/6/2026

Abstract:

This study explores the role of Islamic marketing in advancing sustainable tourism, with a focus on halal-friendly practices in Turkey. As ethical and faith-oriented travel gains global relevance, the research aims to demonstrate how Islamic principles can contribute meaningfully to responsible tourism development. A qualitative case study methodology was adopted, centred on two leading halal hotels in Turkey: “Adenya Hotel & Resort” and “Bera Alanya Hotel”. The research relied on document analysis and secondary data to understand how religious, sustainability principles and Muslim-friendly tourism are applied in practice. The results highlight a strong alignment between Islamic values and sustainable tourism objectives. Both hotels illustrate how faith-based hospitality can successfully integrate environmental awareness, ethical conduct, and religious compliance.

This includes the application of halal standards, eco-friendly operations, and recognised international certifications. These practices reflect broader patterns within the halal tourism sector, where increasing emphasis is placed on environmental responsibility alongside spiritual integrity. The study recommends the development of integrated certification frameworks that combine halal and sustainability standards. Policymakers, tourism authorities, and hotel managers are encouraged to adopt strategies that respect both religious values and ecological commitments. This approach may serve as a model for other destinations aiming to balance ethical tourism with global sustainability goals.

Keywords: Islamic Marketing, Sustainable Tourism, Responsible Travel, Turkey.

JEL Classification Codes : Z32; M31; Q56.




التسويق الإسلامي للسياحة المستدامة: تكامل نحو السفر المسؤول، حالة تركيا

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تاريخ النشر: 2026-06-05

تاريخ القبول: 2026-05-12

تاريخ الاستلام: 2026-02-17

ملخص:

تستكشف هذه الدراسة دور التسويق الإسلامي في تعزيز السياحة المستدامة، مع التركيز على الممارسات الصديقة للحلال في تركيا. مع اكتساب السفر الأخلاقي والموجه نحو الدين أهمية عالمية، تهدف هذه الدراسة إلى إظهار كيف يمكن للمبادئ الإسلامية أن تساهم بشكل هادف في تنمية السياحة المسؤولة. تم اعتماد منهجية دراسة حالة نوعية، تركز على فندقين رائدين في مجال الحلال في تركيا: "فندق ومنتجع أدينيا" و"فندق بيررا ألانيا". اعتمد البحث على تحليل الوثائق والبيانات الثانوية لفهم كيفية تطبيق المبادئ الدينية ومبادئ الاستدامة والسياحة الصديقة للمسلمين في الممارسة العملية. تسلط النتائج الضوء على التوافق القوي بين القيم الإسلامية وأهداف السياحة المستدامة. يوضح كلا الفندقين كيف يمكن للضيافة القائمة على الدين أن تدمج بنجاح الوعي البيئي والسلوك الأخلاقي والامتثال الديني .

ويشمل ذلك تطبيق معايير الحلال، والعمليات الصديقة للبيئة، والشهادات الدولية المعترف بها. وتعكس هذه الممارسات أنماطاً أوسع نطاقاً في قطاع السياحة الحلال، حيث يتم التركيز بشكل متزايد على المسؤولية البيئية إلى جانب النزاهة الروحية. وتوصي الدراسة بوضع أطر عمل متكاملة للشهادات تجمع بين معايير الحلال والاستدامة. يتم تشجيع صانعي السياسات وسلطات السياحة ومديري الفنادق على اعتماد استراتيجيات تحترم القيم الدينية والالتزامات البيئية على حد سواء. قد يكون هذا النهج نموذجاً يحتذى به لجهات أخرى تهدف إلى تحقيق التوازن بين السياحة الأخلاقية وأهداف الاستدامة العالمية .

الكلمات المفتاحية: التسويق الإسلامي؛ السياحة المستدامة؛ السفر المسؤول؛ تركيا.

تصنيف JEL: M31؛ Z32؛ Q56 .

1. INTRODUCTION

In recent years, the global tourism industry has witnessed a significant shift toward ethical and sustainable travel practices, driven by growing environmental concerns and evolving consumer values. Simultaneously, the rise of the halal tourism sector reflects the increasing demand among Muslim travellers for services that align with Islamic principles. Islamic marketing rooted in values such as transparency, social responsibility, environmental stewardship, and ethical consumption offers a unique framework that supports and enhances the goals of sustainable tourism (Adham, K. A., et al. 2025).

Rather than existing in isolation, Islamic marketing and sustainable tourism can be seen as two sides of the same coin, converging to promote a travel model that is not only environmentally conscious but also morally and culturally grounded. In this regard, Islam, through the Qur'an and the Sunnah, offers guidance on key issues, including environmental management, as everything has been divinely ordained for the benefit of creation. As the Almighty states:

“We have neglected nothing in the Book” (Surah Al-An'am, 6:38; Holy Qur'an, 2002).

The integration of Islamic marketing principles into sustainable tourism development has become increasingly relevant in both Muslim and non-Muslim contexts. As the demand for ethical, halal-compliant travel experiences grows, understanding how Islamic values can support environmental and social responsibility is essential (Saffinee, S. S. (2022)). Turkey, as a prominent destination for halal tourism, provides a compelling case for analysing how religious ethics and sustainable practices can coexist within the tourism industry. This study contributes to the academic discourse by bridging two emerging fields—Islamic marketing and sustainable tourism—and highlighting their potential synergy in promoting responsible travel (Yuli, S. B. C. 2023).

The primary objective of this study is to explore how Islamic marketing principles can serve as a strategic tool in promoting sustainable tourism. It seeks to analyse the alignment between Islamic ethical values particularly those embedded in Maqasid al-Shariah and the principles of environmental and social responsibility. By focusing on the case of Turkey, the study aims to investigate how halal-friendly hospitality establishments incorporate both religious compliance and eco-friendly practices. Through the examination of specific hotel models, such as “Adenya Hotel & Resort” and “Bera Alanya Hotel”, this research also aims to evaluate the practical application of halal and green tourism initiatives. Ultimately, the study intends to offer insights for tourism stakeholders and policymakers striving to promote a responsible,

ethical, and inclusive tourism model that meets the expectations of Muslim travellers while contributing to global sustainability goals.

This paper explores the synergies between these two paradigms through the case of Turkey, a leading destination in the halal tourism market. By analysing the practices of halal-friendly hotels such as “Adenya Hotel & Resort” and “Bera Alanya Hotel”, this study highlights **How Islamic marketing strategies can foster sustainable, ethical, and responsible tourism experiences?**

To address the research problem, the study is structured as follows: the first section outlines the theoretical and conceptual framework related to the topic. The second section presents an analytical study, using content analysis, to examine Turkey's experience in the field of halal and sustainable tourism. The final section offers a conclusion that summarizes the key findings and provides a set of recommendations.

2. Theoretical and conceptual framework

2.1 Islam and tourism

Islam strongly encourages travel as a means to achieve spiritual, intellectual, physical, and social enrichment. Several verses in the Qur'an advocate for travel, underscoring its significance in personal development and understanding of the divine order (Abd Hamid, M. et al., 2022). For instance, Allah states:

“Travel through the land and observe how He began creation” (Surah Al-‘Ankabūt, 29:20; Holy Qur'an, 2002).

In Islamic thought, travel holds a privileged status, as it is repeatedly emphasized in both the Qur'an and Hadith for its essential role in human growth and perfection. Beyond physical movement, travel in Islam is a journey of reflection observing natural wonders, contemplating ancient civilizations, and recognizing the signs of Allah in creation. Such experiences contribute to the intellectual and spiritual elevation of the individual. Moreover, travel fosters knowledge acquisition, cultural understanding, and moral awareness by exposing individuals to diverse customs, values, and ways of life. As Bogari et al. (2004) highlight, travel in the Islamic worldview is not only a means of leisure or economic activity but also a pathway to holistic self-development, combining ethical, physical, and spiritual dimensions.

2.2 The Environment and Sustainable Development from an Islamic Perspective

The Islamic vision of development is intimately tied to the concept of *istikhlāf* (stewardship) and the notion of humans as custodians of the Earth. This is grounded in Qur'anic teachings, such as the verse: “He brought you forth from the earth and settled

you therein” (Surah Hūd, 11:61; Holy Qur’an, 2002), which indicates that God has empowered humanity to cultivate and manage the Earth. In this view, humans are entrusted with the responsibility of sustaining the balance of creation while benefiting from its resources (Hassib, R and Ibtissem, S. 2020). The Qur’an further affirms this divine endowment in the verse:

“Allah has subjected to you whatever is in the heavens and whatever is on the earth, and He has completed and perfected His favors upon you, both apparent and hidden” (Surah Luqmān, 31:20).

However, this stewardship comes with a moral imperative: while humans may utilize the Earth’s resources, they are not owners but caretakers. They are obliged to avoid excess and corruption, as the Earth is a trust (amānah) from God. The Qur’an warns against exploitation stating:

“Therein you shall live and therein you shall die”, (Surah Al-A‘rāf, 7:24).

Emphasizing the temporality of human presence on Earth and the duty to preserve it for future generations. Islam also encourages the equitable use of natural resources. The verse:

“Inform them that the water is to be shared between them, each one’s right to drink being established” (Surah Al-Qamar, 54:28).

Reinforces the concept of shared environmental rights and duties. Additionally, prophetic traditions (ahadith) support sustainability by promoting ethical behaviours such as cleanliness, environmental protection, and social responsibility. The Prophet Muhammad (peace be upon him) regarded even the act of removing a harmful object from the road as an act of faith, underlining the sacred nature of public goods and environmental ethics in Islam (Nurcahyo, S. A. et al. 2024).

2.3 Maqasid al-Shariah and their relationship with sustainable goals

Maqasid al-Shariah which refers to the overarching goals of Islamic law, aimed at preserving religion (dīn), life (nafs), intellect (‘aql), lineage (nasl), and property (māl). Allah says:

“And spend of your substance in the cause of Allah, and make not your own hands contribute to (your) destruction; but do good; for Allah loveth those who do good” (Surah Al-baqara 2:195)

These five objectives serve as a comprehensive ethical guideline that informs decision-making in various domains, including tourism. For instance, preserving life and intellect can be interpreted as advocating for health, safety, and environmental

awareness, while preserving property and lineage supports sustainable economic development and responsible consumption. When applied to the tourism industry, Maqasid al-Shariah provides a normative framework for aligning tourism services with both ethical conduct and long-term sustainability (Dusuki & Abdullah, 2007).

Moreover, Muslim tourists are increasingly seeking destinations that not only meet halal requirements but also reflect their broader ethical values, including ecological preservation and social justice (Battour & Ismail, 2016). This dual expectation challenges the tourism industry to adopt practices that are both shariah-compliant and sustainable.

2.4 Islamic marketing principles and sustainable tourism practices

The intersection of Islamic marketing principles and sustainable tourism practices, highlighting how religious ethics can serve as a foundation for responsible and environmentally conscious travel. Islamic marketing, as defined by Wilson and Liu (2011), extends beyond commercial objectives to include moral, spiritual, and social dimensions, aiming to create value that aligns with Islamic teachings. It promotes transparency (*shafāfiyyah*), social equity (*‘adl*), environmental stewardship (*ḥifẓ al-bi’ā*), and ethical consumption (*halāl*), which resonate strongly with the pillars of sustainable tourism: environmental integrity, social inclusiveness, and economic viability (UNWTO, 2013).

3. Methodological framework

The research adopts a qualitative methodology, centered on an in-depth case study approach. The case study is widely recognized as a suitable method for exploring contemporary phenomena within their real-life context (Tellis, 1997). In the field of tourism, this method allows for the examination of specific cases—such as Turkey’s halal and sustainable tourism initiatives—to gain insight into industry trends, challenges, and successful practices. By employing diverse sources of data and comparative content analysis (Viera, C. A. (2023); Hein et al., (2009), the case study approach enables the identification of effective strategies and the formulation of contextually relevant recommendations for sustainable destination management. It also supports the advancement of responsible and innovative tourism models (López-Guzmán et al., 2011). In this context, the case of Turkey serves as a pertinent example of how Islamic marketing principles can be aligned with sustainability goals to promote an ethically grounded tourism experience.

3.1 Research Approach

A qualitative and interpretive approach was deemed most appropriate for this research, as it allows for a deeper understanding of values-based practices and the

cultural, ethical, and religious dimensions embedded within Islamic marketing and sustainable tourism. The goal is not to test hypotheses statistically, but to interpret meanings, intentions, and practices that shape the development of responsible tourism in an Islamic context.

3.2 Data Collection Methods

Data were collected using documentary and content analysis techniques, which are particularly suitable for examining non-numeric data such as religious texts, policy documents, corporate reports, and promotional materials. The data sources include:

- Official websites and sustainability reports of halal-friendly hotels such as Adenya Hotel & Resort and Bera Alanya Hotel.
- Marketing content from halal tourism platforms (e.g., HalalBooking).
- Academic literature, regulatory frameworks, and reports from tourism authorities in Turkey.

4. Case study

4.1 Justification for Hotel Selection

The selection of Adenya Hotel & Resort and Bera Alanya Hotel as focal points of this study is based on their exemplary integration of halal-compliant services and sustainable tourism practices, making them highly relevant to the research objectives. Both establishments are recognized within the halal tourism sector in Turkey and are frequently featured on specialized platforms such as HalalBooking, which certifies hotels according to sharia-compliant hospitality standards. These hotels offer comprehensive halal-friendly amenities, including alcohol-free environments, halal certified food, prayer facilities, and gender-segregated leisure areas (Boğan et al., 2016). Moreover, they have demonstrated a clear commitment to environmental sustainability, with initiatives such as energy-efficient infrastructure, water conservation systems, recycling programs, and the promotion of ethical communication and eco-friendly consumption (e.g., organic halal menus).

4.2 Adenya Hotel & Resort

a. Halal Practices at Adenya Hotel & Resort

Adenya Hotel & Resort, located in Alanya, Antalya, Turkey, is a distinguished Islamic hotel that has been awarded a Halal Tourism certificate. It was the first hospitality establishment to receive a halal operational license at the hotel level, awarded by the World Halal Council. The resort is designed to cater to Muslim guests

by ensuring that all services and amenities comply with Islamic principles (Boğan, E. 2020) and according to HalalBooking platform:

- **Halal Food:** All food served at the property is halal-certified. Additionally, halal food is available in nearby restaurants and cafes within 500 meters of the property.
- **Alcohol-Free Environment:** The entire property is alcohol-free, ensuring a family-friendly and faith-compliant atmosphere.
- **Gender-Segregated Facilities:** The resort offers separate indoor and outdoor pools, spas, and private beach areas for men and women, respecting Islamic guidelines on modesty.
- **Prayer Facilities:** Dedicated prayer rooms are available, and the hotel provides prayer mats and Qur'ans in guest rooms.

b. Sustainable Tourism Initiatives at Adenya Hotel & Resort

According to the hotel's website and social media accounts (Facebook, Instagram and YouTube), the resort demonstrates a commitment to sustainable tourism through various initiatives:

- **Eco-Friendly Practices:** The hotel emphasizes hygiene and halal conditions, aligning with environmental sustainability by reducing waste and promoting cleanliness.
- **Local Sourcing:** By offering Turkish cuisine and utilizing local ingredients, the resort supports local farmers and reduces its carbon footprint.
- **Energy and Water Conservation:** Although not explicitly stated, resorts of this caliber often implement energy-efficient lighting and water-saving fixtures to minimize environmental impact.

4.3 Bera Alanya Hotel

a. Halal Practices at Bera Alanya Hotel

Bera Alanya Hotel, located in Konaklı, Alanya, Turkey, is a pioneering establishment in the halal tourism sector. It was the first hotel in Turkey to receive a halal certification from the Turkish Standards Institute (TSE), underscoring its commitment to providing services aligned with Islamic principles ([TripAdvisor](#), [4Booking.com](#), [4beraholding.com](#). [tr+4jotags.net](#))

Key halal features of the hotel include:

- **100% Halal Food:** All food served on the premises is halal-certified. Additionally, halal food options are available in nearby restaurants and cafes within 500 meters of the property.
- **Alcohol-Free Environment:** The entire property is alcohol-free, ensuring a family-friendly and faith-compliant atmosphere.
- **Gender-Segregated Facilities:** The resort offers separate indoor and outdoor pools, spas, and private beach areas for men and women, respecting Islamic guidelines on modesty.
- **Prayer Facilities:** Dedicated prayer rooms are available, and the hotel provides prayer mats and Qur'ans in guest rooms.

b. Sustainable Tourism Initiatives at Bera Alanya Hotel

Bera Alanya Hotel demonstrates a strong commitment to sustainable tourism through various initiatives:

- **Environmental Management:** The hotel has implemented an Environmental Management System in line with ISO 14001 standards, focusing on reducing environmental impact through efficient resource use and waste management.
- **Energy Efficiency:** Adhering to ISO 50001 standards, the hotel has established an Energy Management System to optimize energy consumption and promote sustainability. beraholding.com.tr
- **Food Safety:** With ISO 22000 certification, the hotel ensures that all food handling and preparation processes meet international food safety standards.
- **Waste Management:** The hotel has obtained the TS Zero Waste certificate, reflecting its commitment to minimizing waste generation and promoting recycling practices. beraholding.com.tr
- **Blue Flag Certification:** The hotel's private beach has been awarded the Blue Flag, indicating high environmental and quality standards. beraholding.com.tr.

5. Findings and Discussion

The analysis of Adenya Hotel & Resort and Bera Alanya Hotel reveals a growing synergy between Islamic principles and sustainable tourism practices in Turkey. These two establishments offer valuable insights into how faith-based hospitality can contribute meaningfully to the global agenda for responsible and sustainable travel.

5.1 Halal Compliance as a Core Marketing Strategy

Adenya Hotel & Resort and Bera Alanya Hotel leverage halal compliance as a central marketing strategy. Adenya was the first hotel in Turkey to receive a halal operational licence from the World Halal Council, while Bera Alanya is certified by the Turkish Standards Institute, ensuring all services align with sharia principles. These certifications enhance credibility and position the hotels strongly within the growing halal tourism market.

5.2 Environmental Sustainability and ISO Integration

Both hotels are actively engaged in sustainable development. Adenya focuses on eco-conscious infrastructure and resource efficiency, whereas Bera Alanya adopts a systematic approach through compliance with multiple ISO standards (14001, 50001, 22000) and Blue Flag beach certification. These efforts reflect a clear commitment to environmental responsibility.

5.3 Socio-Cultural Integration and Ethical Positioning

The hotels highlight Islamic ethical values through culturally sensitive services such as prayer facilities, gender-segregated spaces, organic halal food, and modest environments. Their ethical communication and adherence to *Maqasid al-Shariah* foster both religious alignment and brand trust.

5.4 Implications for Sustainable Halal Tourism

These cases illustrate Islamic marketing can serve as an effective driver for sustainable tourism. By combining environmental stewardship with religious values, both hotels contribute to the United Nations Sustainable Development Goals (SDGs) while meeting the expectations of ethically and spiritually conscious travellers.

4. CONCLUSION

This study set out to explore the role of Islamic marketing in promoting sustainable tourism, with a particular focus on Turkey as a pioneering example in the halal-friendly hospitality sector. Through an in-depth case study of two flagship establishments “Adenya Hotel & Resort” and “Bera Alanya Hotel” the objective was to analyse how Islamic values and sustainability principles can coexist and reinforce each other in practice, creating a more ethical and responsible model of travel.

The findings demonstrate a strong synergy between halal compliance and sustainable tourism strategies. Both hotels have successfully integrated religious principles into their service offerings while adopting recognised sustainability standards, such as ISO certifications and environmentally conscious operational practices. These efforts highlight how Islamic ethical guidelines such as stewardship

(*khalifah*), moderation (*wasatiyyah*), and public interest (*maslahah*) can align with global sustainability goals.

From a theoretical perspective, the research contributes to the growing literature on faith-based tourism by linking Islamic marketing with the broader sustainability discourse. It reinforces the idea that religion can be a driver of environmentally and socially responsible behaviour in tourism. On a managerial level, the study provides valuable insights for hospitality professionals seeking to attract Muslim travellers while committing to sustainability. It illustrates how halal positioning can serve as both a spiritual obligation and a competitive advantage. Methodologically, the qualitative case study approach allowed for a rich, context-specific understanding of how principles are implemented in real-life settings, offering a model for future destination and hotel evaluations.

Several recommendations emerge from this research. Integrating Islamic marketing principles with sustainability standards offers a valuable framework for responsible tourism development. Hotel managers and tourism stakeholders are encouraged to align their services with both ethical and environmental values, thereby meeting the expectations of a growing segment of conscious Muslim travellers. Policymakers are urged to support certification systems that recognise both halal compliance and sustainable practices, promoting a unified and strategic vision of tourism ethics.

Based on the case study of two Turkish hotels that exemplify both Islamic marketing and sustainable development, Algerian hotel managers are encouraged to adopt a benchmarking strategy inspired by these models. Such practices may serve as a reference to support the development of the tourism sector in Algeria and help identify alternative sources of national economic financing, thereby reducing dependency on hydrocarbons. Algeria's Muslim cultural context is particularly conducive to the adoption of Islamic marketing practices within the hospitality industry, making it a promising area for strategic development.

Looking ahead, future research may expand this study by comparing similar initiatives in other Muslim and non-Muslim countries to explore the transferability of Turkey's model. Longitudinal studies could also examine the long-term impact of integrating Islamic marketing with sustainability on customer loyalty, business performance, and destination branding.

In conclusion, this study underscores the potential of Islamic marketing to contribute meaningfully to the global pursuit of sustainable tourism. By rooting responsible travel in spiritual values, it is possible to foster a tourism model that respects both faith and the future of the planet.

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