



## Development of Halal Tourism in the World and in Turkey: SWOT Analysis of Antalya Province

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### ABSTRACT

*The main purpose of the study is to evaluate the development of halal tourism in the world and Turkey. The sub-purpose of the research is to investigate the current halal tourism potential of Antalya province and to evaluate it using swot (strengths, weaknesses, opportunities, and threats) analysis. The study is important in terms of determining the factors affecting the development of halal tourism through swot analysis in the context of the opinions of academics and managers who are associated with tourism and identifying the factors that must be considered in developing new strategies and making decisions related to halal tourism. The sample consists of the managers of 11 hotels that provide services in compliance with the "Halal Concept" and the academics who work at tourism faculties of universities in Antalya. The data were collected through a questionnaire administered to a total of 125 people, including 74 managers and 51 academics. SPSS and SAS version 9.4 were used for the statistical analysis of the data obtained in the study. According to the findings, opportunities affecting the development of halal tourism in Antalya can be listed as the state's increasing interest in halal tourism and inclusion of halal tourism in the 2023 strategy, tourists' easy access to halal certified products, Turkey's being a Muslim country and Muslims' preference for Turkey for their vacation with the increasing Islamophobia in the West, qualified and experienced employees and managers in the field of tourism; the strengths can be listed as socio-cultural-geographical proximity to Islamic countries, Antalya's developed transportation infrastructure, and Antalya's brand value, and its being a well-known and reliable destination. The threats include the increased interest of non-Muslim countries in this field as well as Muslim destinations, insufficient number of halal concept hotels in the city, and the likelihood of the Russian and German markets being affected by Muslim tourists; weaknesses can be addressed as the lack of direct flights from Arab countries to Antalya in winter, the lack of investors investing in halal tourism, and the lack of education on halal tourism in universities and vocational schools.*

**Keywords: Halal Tourism, Antalya, SWOT Analysis**

### Introduction

With the growth in the Muslim population, the improvement in living standards of Muslim countries and their citizens, and the increase in the educated and conscious young population willing to travel have made it necessary to offer touristic products and services that cater to demands of Muslims (Carboni et al., 2014; Batman et al., 2017: 456; Boğan et al., 2016: 2). Besides, one of the factors affecting the development of halal tourism is the changing attitudes towards Muslims in the West after the September 11 attacks and Muslim travellers' starting to travel within Muslim countries. The Muslim Friendly Tourism (MFT) market, which has grown rapidly with the rise of Islamophobia in the West, also contributes to the economies of the Organization of Islamic Cooperation (OIC) member states with the increasing number of visitors each year. According to the Mastercard-CrescentRating2019 report, the number of Muslim tourists participating in international tourism activities was 25 million in 2000, 98 million in 2010, and 140 million in 2018, and this number is forecasted to grow to 230 million by 2026 and the Muslims are expected to spend 180 billion dollars on touristic products (MasterCard&CrescentRating-Global Muslim Travel Index 2019: 18). According to a report by Dinar Standard and Thomson Reuters (2019), although Muslims spent 140 billion dollars (excluding Hajj and Umrah expenditures) in the halal tourism market in 2013, this figure increased to 170 billion dollars in

2017. Muslims spent 1.3 trillion dollars on food and more than 270 billion dollars on clothing in the same year.

Islamic tourism, which is a relatively new concept both in tourism literature and in practice, is one of the markets chosen as the main target to be developed in OIC member states, where the majority of the population is Muslim and which have the basic infrastructure and environment to cater to the demands of Muslim tourists (COMCEC and SESRIC, 2017: 21). According to the Global Muslim Travel Index 2019 report, nine of the world's top 10 Muslim-friendly tourism destinations are OIC member states due to the availability of the halal ecosystem. The same report indicates that the top three destinations with the largest shares in the MFT market in 2019 are Malaysia, Indonesia and Turkey. Due to the great potential of halal tourism, non-OIC countries that want to benefit from the economic return of this market have increased their investments and efforts in this market in recent years and have been producing products and services that can meet the demands of tourists who want to have a holiday that complies with the Islamic principles. Countries such as Singapore, Thailand, France, Japan, England, Spain, South Korea, Hong Kong, Taiwan, and South Africa are determining new strategies for the development of halal tourism by changing their tourism policies in order to strengthen their position in the halal tourism market and to attract more Muslim tourists to their countries.



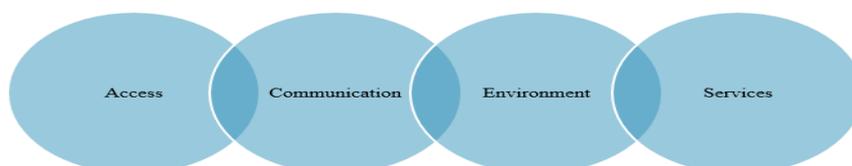
## Development of Halal Tourism around the World

The rapid growth of the Muslim population and the world population of Islamic countries beginning to have a voice in the world economy, and the rising purchasing power of Muslims have started to change the perspectives towards them in the travel and tourism industry. This sub-branch of tourism, which is called the rising value of the world tourism industry and which occurs naturally with the demands of Muslim tourists and grows very rapidly, has entered the world tourism literature as halal tourism (Çetin, 2017: 18; Özdemir, 2012: 38). Since it is a new understanding, halal tourism has no definite definition. When the literature is examined, it is possible to come across a limited number of definitions of halal tourism. Halal tourism can be defined as the use of all types of tourism in compliance with religious rules, except for places where people constantly reside, work, and meet their usual needs. Batman (2017: 33) defines halal tourism as the ability of Muslims with high religious sensitivity to use all types of tourism legitimately and by religious rules. Henderson (2010: 248) describes it as the development and marketing of touristic products prepared for Muslims in compliance with Islamic rules. In another study, Mansouri (2014: 20) defines halal tourism as creating halal packages of touristic products such as transfer (transportation), food and beverage, entertainment, and accommodation, which form the basis of tourism, and making them available to the participants. Arpacı (2015: 26) maintains that halal tourism embodies activities related to meeting the "needs arising from accommodation" in line with Islamic principles. Doğan (2011: 472) describes halal tourism as tourists' involvement in activities and preference for accommodation establishments that provide services that comply with Islamic principles and beliefs in destinations where visitors can benefit from the facilities of the sea with the purpose of relaxation and entertainment. In short, halal tourism encompasses activities related to meeting the needs arising from travels in line with Islamic rules (Sharia rules) and beliefs (Arpacı, 2015: 26). The studies conducted have revealed that the concepts of "halal tourism" and "Islamic tourism" are widely used interchangeably (Soydaş, 2017: 43).

Halal tourism, which has emerged as a new tourism activity that Muslim tourists can perform according to their beliefs, is developing day by day and increasing its share in the world tourism market. The rapid growth of the Muslim population in the world, their better economic conditions, the population density of the youth, and the perception of conscious consumption among consumers with a high level of education have led to a rapid increase in the demand for halal tourism, which is a new tourism field (Pamukçu, 2017: 46- 47).

Three organizations statistically analyze the latest situation of halal tourism in the mass tourism market, namely America-based Dinarstand, Singapore-based CrescentRating, and Malaysia-based Salam Standard. These organizations have developed specific criteria to evaluate the performance of tourism destinations in terms of compliance with the requirements of Islamic tourism. These organizations prepare various publications on the halal tourism market every year.

CrescentRating Company started to analyze the Halal travel market and benchmark destinations in 2011. Originally called the "CrescentRating Annual Ranking", the report is presented under the name "Global Muslim Travel Index" in partnership with Mastercard. The 5th report of the Global Muslim Travel Index (GMTI), the first report of which was published in March 2015, was published in 2019. The report was prepared and developed by the developments in the market. It puts forward the most comprehensive research and insights to help stakeholders better serve the traveler segment. Every year, some additions have been made to the report prepared by CrescentRating Company since 2011. Although the names of the first 10 Muslim-friendly resorts were mentioned in the first edition prepared in 2011, the names of the first 10 countries that were members of the Organization of Islamic Cooperation (OIC) and that were not the members of Organization of Islamic Cooperation (OIC) were listed in 2012. Although 50 countries with a large share of the halal tourism market were announced in 2013, this number was expanded to 60 in the 2014 report. The report, which was prepared in collaboration with CrescentRating Mastercard in 2015, started to be published under the name "Global Muslim Travel Index" with an index score of 100 points. A total of 130 destinations, which had a considerable share in the Muslim-friendly tourism market, were added to the 2016 edition. The report published in 2017 includes new and updated information on halal travel, tourism, and hospitality markets. The Global Muslim Travel Index Visitor Experience Map was introduced in this publication. An updated list of the top 30 Muslim travel outlet markets was addressed in the 2018 report. Each destination was further scrutinized and enhanced with the additional dimensions of innovation and sustainability. In 2019, halal travel development goals were introduced for the tourism industry. In addition, a Faith-Based Service Needs model for Muslim tourists was created. (MasterCard and CrescentRating-Global Muslim Travel Index 2019: 22). While creating the index, 15 sub-criteria under 4 main headings were taken into consideration. Figure 1 illustrates the main topics that make up the Global Muslim Travel Index.



**Figure 1 Key Criteria for the Global Muslim Travel Index**

Source: MasterCard and CrescentRating-Global Muslim Travel Index 2019: 23.



**1. Access**

- a) Air Connectivity
- b) Visa Requirements
- c) Transport Infrastructure

**1. Communication**

- d) Ease of Communication
- e) Digital Presence
- f) Outreach

**2. Environment**

- g) Enabling Climate
- h) Family Friendly Destination
- i) Muslim Traveller and General Safety
- j) Muslim Visitor Arrivals

**3. Services**

- k) Dining Options and Halal Assurance
- l) Access to Prayer Places
- m) Airport Facilities
- n) Unique Services
- o) Accommodation Options

The countries most visited by Muslims have been America, 30 in Africa, 33 in Europe, 38 in Asia, and 3 in Oceania, which Muslims prefer to visit. Of these destinations, 48 published in the Global Muslim Travel Index (GMTI) since 2015. Table 1 shows a total of 130 popular destinations, 26 in are OIC members and 82 are non-OIC member countries.

**Table 1. 130 Countries Preferred by Muslims**

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

Source: MasterCard&CrescentRating-Global Muslim Travel Index 2019: 26.

The US-based company Dinarstand listed the names of 73 OIC member and non-OIC member destinations, selected based on the largest halal tourism economy and market share in 2017, according to the regions in Table 2.



**Table 2. 73 OIC and Non-OIC Member Tourism Destinations According to Halal Tourism Market Size**

Sub-Saharan Africa	Gulf Cooperation Council (GCC)	South East Asia	South Asia	Middle East and North Africa (GCC excluded)	Europe	Other
Benin	Bahrain	Brunei	Afghanistan	Algeria	Albania	Azerbaijan
Burkina Faso	United Arab Emirates	Indonesia	Turkmenistan	Egypt	Germany	Australia
Cameroon	Oman	Malaysia	Bangladesh	Iran	France	America
Chad	Qatar	Singapore	India	Iraq	Switzerland	China
Comoros	Saudi Arabia	Thailand	Maldives	Jordan	Turkey	Canada
Djibouti	Kuwait		Pakistan	Lebanon	United Kingdom	Brazil
Gabon			Sri-Lanka	Libya		Kazakhstan
Gambia				Mauritania		Kyrgyzstan
Guinea				Morocco		Russia
Guinea-Bissau				Palestine		Surinam
Ivory Coast				Sudan		Tajikistan
Kenya				Syria		Guyana
Mali				Tunisia		Uzbekistan
Mozambique				Yemen		
Niger						
Nigeria						
Senegal						
Sierra Leone						
South Africa						
Somali						
Togo						
Uganda						

Source: Dinar standard and Thomson Reuters, 2019: 108.

**Development of Halal Tourism in Turkey**

The international tourist traffic in Turkey in 2019 increased by 12.22% compared to 2018 and reached 51.7 million. In this period, the number of foreigners visiting our country increased by 14.1% compared to 2018 and reached 45.1 million and the number of visits by our citizens residing abroad exceeded 6.6 million (Resort, February 2020b:4). The revenue in 2019 increased from \$29.5 million to \$34.5 million. Tourists who came to Turkey in the 2019 tourism period spent an average of 666 dollars (TSI, 2019).

With more than forty years of experience in the field of tourism, Turkey provides world-class services and achieves the satisfaction of tourists who choose it as a holiday destination. For this reason, Turkey is among the attraction centers that host the highest number of tourists and have the highest tourism income in the world. The provision of modern transportation services in Turkey, the presence of 55 airports capable of hosting both domestic and international flights, and the development of transportation facilities such as highways and high-speed train lines increase both foreign and domestic mobility. Turkey aims to be one of the top three destinations attracting the highest number of tourists in the world in the upcoming years. Investments are made by the state to develop the tourism industry, and the number of studies to increase tourism diversity is increasing. In addition, the Ministry of Culture and Tourism has been paying special

attention to promotional programs in recent years. While the Ministry spent 18 million dollars on promotional programs in 2018, this figure was about 72 million dollars in 2019. The budget allocated by the Ministry for promotional programs in 2020 is around 180 million dollars. (Pamukçu, 2017: 55; Yılmaz and Güler, 2012: 21; Resort, Kasım 2019b: 17).

Turkey has great potential for the halal tourism market, which has become one of the important niche markets with its contribution to the economy in recent years. The increase in the educated, high-income Muslim population who want to travel within Islamic borders increases Turkey's interest in this market. The fact that Turkey is almost at a competitive level in all tourism types indicates that it will strengthen its position in the Muslim-friendly tourism market day by day by using its halal tourism potential at the maximum level. However, considering the place and importance of tourism in Turkey's economy, halal tourism will raise awareness for tourism in Turkey, which has a Muslim population. Doğan (2011) argues that the emergence and development of halal tourism in Turkey is due to the political and economic development and empowerment of conservative segments in recent years.

It can be stated that the biggest factors triggering the growth of the halal tourism market in Turkey include security concerns in countries such as Syria, Lebanon, and Egypt with the Arab Spring, and the challenges to Muslim visitors in America



and European countries after the September 11 attacks (Ibrahim et al., 2009: 4; Akkaya and Sezgin, 2014: 7).

Factors such as its convenient geographical location, modern transportation infrastructure, affordable prices, an abundance of Islamic artworks and historical mosques, convenience in visa procedures, halal food production, accommodation facilities, and vacation opportunities that appeal to every budget make Turkey one of the attractions of Muslim tourists. As it is known, the Global Muslim Travel Index has been ranking countries according to their positions in the halal tourism market with an Index score of 100 since 2015. According to this report, although Turkey was the most visited destination by Muslim visitors with an index score of 78.3 after Malaysia in 2015, its index score dropped to 73.9 in 2016, becoming third in the rank. In 2017 and 2018, Arab tourists preferred Indonesia and Malaysia, the new emerging markets in halal tourism, for their travels, which made Turkey the fourth most popular destination for Muslims after Malaysia, UAE, and Indonesia. Reaching an index score of 75 in the Global Muslim Travel Index 2019 report, Turkey became the second and third most preferred halal tourism destination along with Indonesia (MasterCard% CrescentRating-Global Muslim Travel Index 2015, 2016, 2017, 2018, and 2019).

According to the "State of The Global Islamic Economy Report 2018/19" prepared by Dinarstandard and Thomson Reuters (2019), although Turkey was not among the top 15 most popular Islamic countries in the Muslim travel market in 2018, it became one of the 15 most popular destinations in the halal tourism market in 2019. Regarding the same report, it is seen that Turkey ranks third after the UAE and Malaysia in terms of halal travel opportunities (Dinarstandard and Thomson Reuters, 2019: 10).

As a result of the efforts and investments made by Turkey in recent years to strengthen its position in the halal tourism market and to promote the country as a Muslim-friendly tourism geography, the number of Muslims visiting the country for tourism purposes every year has been steadily increasing.

### Development of Halal Tourism in Antalya

The number of incoming foreign visitors to Antalya increased by 16.8% in 2019 from 13 million to 15.3 million. In the same period, the number of foreign visitors from abroad increased from 12.5 million to 14.65 million, and the number of visitors living abroad increased from 577 thousand to 629 thousand. The majority of tourists visiting Antalya in 2019 are citizens of non-OIC countries such as Russia, Germany, England, Slovakia, Ukraine, Poland, Sweden, Romania, and Israel. The OIC member countries that send the most visitors to Antalya include Azerbaijan, Qatar, Pakistan, Iran, Iraq, Kazakhstan, Jordan, Albania, and Bosnia-Herzegovina (Resort, January 2020a: 4). According to the 2023 tourism strategy, Turkey targets 75 million visitors and 65 billion dollars' tourism income (Resort, February 2020b: 4). For Turkey to reach these figures in tourism, products and services should be prepared to cater to the needs of tourists from every segment, and the number of visitors to our country and the amount they spend per capita should be increased. Halal tourism,

which has emerged spontaneously in recent years upon the demand of tourists who want to be served according to the principles of Islam and has gained great popularity and has great potential, is essential for Turkey to achieve the 2023 vision.

Antalya, the largest city on the Mediterranean coast of Turkey, is one of the leading destinations in terms of halal tourism potential. Developed tourism infrastructure, geographical location, and proximity to Islamic geography show Antalya's halal tourism potential. The MFT (Muslim Friendly Tourism) market is a niche market that has recently emerged for Antalya. Especially after the aircraft crisis with Russia, the MFT market has started to be addressed together with Antalya in the search for alternative markets (Aksu and Ehtiyar, 2018: 809). The five reasons that have triggered the development of halal tourism in Antalya can be listed as follows <https://www.halalbooking.com> (access date: 09.12.2019):

- Halal sea holiday hotels
- Special facilities provided for women
- Environment suitable for Muslim families
- Halal food
- Landscapes and historical sites

Bilgili (2013:53) indicates the reasons why Arab tourists, who made up the majority of the MFT market until recent years, do not prefer Antalya as follows:

- Summer months are very hot in Antalya.
- Arab women do not feel comfortable with European women in bikinis.
- Arabs lack interest in the ancient city and the sea-sand-sun triangle.
- The packages offered by the accommodation establishments working with the all-inclusive system could not cater to the demands of the Arabs.
- Tourism business owners think that European tourists may be disturbed by Arab tourists.
- There are no direct flights from Gulf countries to Antalya except for Saudi Arabia, Kuwait, and Iraq. <https://www.antalyahomes.com.tr/antalyadan-13-farkli-ulkeye-direkt-ucuslar-basildi> (access date: 09.12.2019).
- Arab tourists are unaware of halal tourism opportunities in Antalya due to the lack of promotional programs.

### Research Methodology

The main purpose of the research is to evaluate the development of halal tourism in the world and Turkey. The sub-purpose of the research is to investigate the current halal tourism potential of Antalya province and to evaluate it via swot (strengths, weaknesses, opportunities, and threats) analysis. For this purpose, an in-depth literature review was conducted on halal tourism, and the concept of halal tourism, the reasons for its emergence, its place in the tourism industry, statistical data, economic returns, and halal tourism policies of the countries were examined, and the latest position of halal tourism was investigated within the context of Antalya. The sample includes academics at tourism faculties of universities and the managers of hotels offering services in compliance with the halal concept,



and the reasons that affect the development of halal tourism in Antalya were explained using swot analysis based on the answers given to the questionnaire by the academics and the managers.

The research contributes to developing new strategies and making decisions regarding halal tourism as a result of determining the factors affecting the development of halal tourism through swot analysis based on the opinions of academics and managers who are associated with tourism.

**Research Population and Sample**

In the present study, which aims to examine the development of halal tourism in the world and Turkey and to investigate the current halal tourism potential of Antalya, managers of halal concept hotels located in Antalya and academics at tourism faculties constitute the universe of the research. 16 hotels included in the universe were contacted via e-mail and telephone to make an appointment, but only 11 hotels replied to the questions. In this context, the sample of the research consisted of the managers of 11 4-star and 5-star hotels in Alanya, Manavgat, Belek, and Serik regions and the academics working at the faculty of tourism at Akdeniz University and Bilim University. The research data were collected from a total of 125 participants, including 74 managers and 51 academics included in the sample.

**Data Collection Tools**

In the study, the questionnaire used by Emir (2011) in the study titled "SWOT Analysis in Tourism (Afyonkarahisar Example)" was used as a reference. However, additions and modifications were made to the questionnaire after examining the studies conducted by Alfanda and Suhartanti (2018), Tekin et al. (2019), and Shafaei and Mohamed (2015). As the data collection technique, a five-point Likert-type questionnaire consisting of two parts and 5 open-ended questions was used. The first part of the questionnaire includes certain demographic characteristics of the participants, such as gender, marital status, age, and educational background. The second part includes 25 statements to conduct the swot analysis of Antalya in terms of

the development of halal tourism. In the survey used, there are 6 items about opportunities, 6 items about strengths, 6 items about threats, and 7 items about weaknesses of halal tourism in Antalya.

**Analysis Methods Used in the Research**

SPSS (Statistical Package for Social Science) for Windows 22.0 and SAS version 9.4 were used to statistically analyze the data obtained in the study. For the quantitative variables of the study determined by measurement, mean and standard deviation values were indicated as descriptive statistics, and for qualitative variables determined by categorizing, descriptive statistics were indicated as numbers and percentages. The research findings were presented in the form of tables and graphs. First of all, the Shapiro-Wilk test was performed to reveal if the data was normally distributed. As a result of the tests, it was found that the data had a normal distribution, so parametric tests were used in the statistical analysis. The means and standard deviations of the scores obtained on the scale items were presented in the descriptive statistics table. In pairwise comparisons between variables with two categories such as gender, a t-test was used, and an Analysis of Variance was used to determine the differences between variables with three or more categories such as education. In addition, the Least Significant Difference (LSD), a multiple comparison test, was used for further analysis. The significance value was accepted as 0.05 in the entire study.

**Findings**

A total of 125 people from tourism faculties of the universities in Antalya and from the tourism sector in the city participated in this research, the main purpose of which is to evaluate the development of halal tourism in the world and Turkey, and the sub-purpose of which is to investigate the current halal tourism potential of Antalya and evaluate it via SWOT analysis. The distribution of the participants by gender is presented in Table 3. The table reveals that more than half of the participants were male (56.80%).

**Table 3. Distribution of the Participants by Gender**

	N	%
<b>Gender</b>		
<b>Female</b>	54	43.20
<b>Male</b>	71	56.80

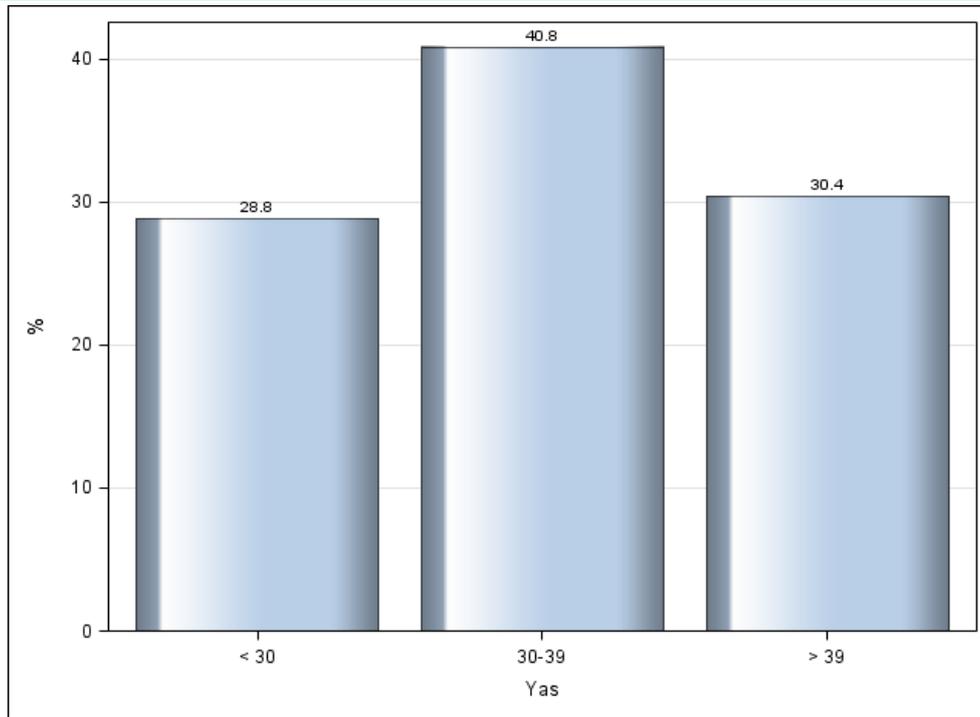
Table 4 illustrates the distribution of the participants by marital status. According to the table, it can be stated that 56.00% of the participants were married and the remaining 44.00% were single.

**Table 4. Distribution of the Participants by Marital Status**

	N	%
<b>Marital Status</b>		
<b>Single</b>	55	44.00
<b>Married</b>	70	56.00

It was found that the average age of the 125 participants within the scope of the study was 35.42±8.59 (minimum=20 and maximum 58). The participants were also divided into 3 groups according to their age, and their distribution according to these

age categories is presented in Figure 2. This figure shows that 40.8% of the participants were between the ages of 30-39, 28.2% were under the age of 30, and 30.4% were over the age of 39.



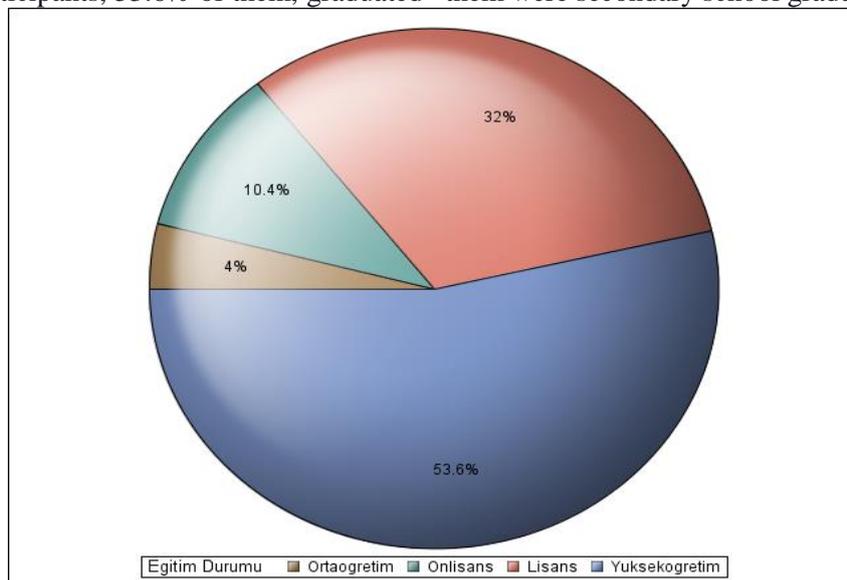
**Figure 2. Distribution of the Participants by Age**

The participants included in the study consist of institutions they work in is given in Table 5. The table indicates academics in the tourism faculty and managers working in the that 40.80% of the participants worked in tourism faculties and sector. The distribution of the participants according to the the remaining 59.20% worked in the sector.

**Table 5. Distribution of the Participants by Institutions**

	N	%
<b>Institution</b>		
<b>Faculty</b>	51	40.80
<b>Sector</b>	74	59.20

The distribution of the participants by educational background is given in Figure 3. It can be seen from the table from higher education, 32.0% of them were undergraduates, 10.4% of them had associate degrees, and the remaining 4.0% of that more than half of the participants, 53.6% of them, graduated them were secondary school graduates.



**Figure 3. Distribution of the Participants by Educational Background**

Within the context of the study, the participants were asked 25 Likert-type questions. The mean, standard deviation, and skewness values for each of these questions are given in Table 6. The fact that skewness values, which are used to measure the symmetry in a distribution, are between +3 and -3 means that the data conforms to the normal distribution. As seen in Table 6, the



lowest and highest skewness values were found to be -1.66 and -0.60, respectively. Since the skewness values, which are examined to decide whether the data is normally distributed or not, were between -3 and +3, it is seen that all of the questions had a normal distribution. Therefore, the tests to be performed were parametric tests such as t-tests and analysis of variance.

When the mean values of the questions in Table 6 are examined, it is seen that the 25th question had the smallest mean

of  $3.19 \pm 1.39$  and the 16th question had the largest mean of  $4.3 \pm 0.85$ . Considering that the questions were rated as strongly agree (5), agree (4), partially agree (3), disagree (2), and strongly disagree (1) and that the overall mean of the 25 questions was  $3.66 \pm 0.28$ , it is seen that the majority of the participants stated that they agreed on average.

**Table 6. Mean, Standard Deviation, and Skewness Values of the Questions**

Questions	N	Min	Max	Mean	SD	Skewness
S1	125	1.00	5.00	3.91	0.92	-0.78
S2	125	1.00	5.00	3.84	0.88	-0.61
S3	125	1.00	5.00	3.60	0.96	-0.90
S4	125	1.00	5.00	3.42	1.00	-0.30
S5	125	1.00	5.00	3.42	1.12	-0.26
S6	125	1.00	5.00	3.74	0.98	-0.84
S7	125	1.00	5.00	3.53	0.96	-0.30
S8	125	1.00	5.00	3.76	1.00	-0.60
S9	125	1.00	5.00	3.50	1.07	-0.44
S10	125	1.00	5.00	3.50	1.02	-0.38
S11	125	1.00	5.00	3.38	1.35	-0.31
S12	125	1.00	5.00	3.42	1.19	-0.30
S13	125	1.00	5.00	3.61	1.05	-0.67
S14	125	1.00	5.00	3.81	1.14	-0.97
S15	125	1.00	5.00	4.12	0.89	-1.30
S16	125	1.00	5.00	4.30	0.85	-1.66
S17	125	1.00	5.00	3.30	1.01	-0.53
S18	125	1.00	5.00	4.25	0.96	-1.59
S19	125	1.00	5.00	3.71	1.16	-0.67
S20	125	1.00	5.00	3.54	1.17	-0.42
S21	125	1.00	5.00	3.50	1.17	-0.41
S22	125	1.00	5.00	3.74	1.18	-0.66
S23	125	1.00	5.00	3.82	1.14	-0.76
S24	125	1.00	5.00	3.57	1.19	-0.53
S25	125	1.00	5.00	3.19	1.39	-0.20

In this part of the study, the purpose was to determine whether the answers of the participants to 25 Likert-type questions differed according to the demographic variables identified as gender, marital status, age, institution, and educational background by using an independent samples t-test and a one-way ANOVA test.

To examine whether there was a difference according to gender in the evaluations of the participants' answers to 25 questions, a t-test was performed and the results of the analysis

and the descriptive statistics of the participants according to gender are presented in Table 7. According to the table, it can be stated that there is a statistically significant difference ( $p=0.0170$ ) between the mean values of the answers given to the 3rd question (the increase in the number of halal concept accommodation establishments in Antalya) according to gender. It was found that females ( $\bar{x}=3.83$ ) had a more positive evaluation than males ( $\bar{x}=3.42$ ).

**Table 7. Descriptive Statistics of the Questions according to Gender and Test Results**

Questions	Gender						t	p
	Female			Male				
	N	M	Sd	N	M	Sd		
1	54	4.04	0.87	71	3.82	0.95	1.34	0.1843
2	54	3.91	0.83	71	3.79	0.92	0.74	0.4592
3	54	3.83	0.72	71	3.42	1.08	2.42	<b>0.0170</b>
4	54	3.61	0.83	71	3.28	1.10	1.84	0.0685
5	54	3.54	1.04	71	3.32	1.18	1.05	0.2951
6	54	3.70	0.90	71	3.76	1.05	-0.32	0.7506
7	54	3.63	0.92	71	3.45	1.00	1.03	0.3057
8	54	3.76	0.89	71	3.76	1.08	-0.01	0.9942
9	54	3.48	1.11	71	3.52	1.04	-0.20	0.8380
10	54	3.43	1.09	71	3.55	0.97	-0.67	0.5056
11	54	3.44	1.33	71	3.34	1.38	0.43	0.6653
12	54	3.28	1.22	71	3.52	1.16	-1.14	0.2574
13	54	3.59	1.06	71	3.62	1.06	-0.14	0.8874
14	54	3.80	1.16	71	3.82	1.14	-0.10	0.9208
15	54	4.07	0.93	71	4.15	0.86	-0.50	0.6150
16	54	4.33	0.75	71	4.28	0.93	0.33	0.7392
17	54	3.48	0.97	71	3.15	1.02	1.81	0.0727
18	54	4.31	0.80	71	4.20	1.06	0.68	0.4978
19	54	3.61	1.09	71	3.79	1.22	-0.85	0.3997
20	54	3.63	1.09	71	3.46	1.24	0.78	0.4393
21	54	3.54	1.08	71	3.46	1.24	0.34	0.7335
22	54	3.78	1.13	71	3.72	1.22	0.28	0.7809
23	54	3.76	1.21	71	3.86	1.09	-0.48	0.6290
24	54	3.52	1.18	71	3.61	1.21	-0.40	0.6878
25	54	3.19	1.32	71	3.20	1.45	-0.05	0.9621



The results of the t-test analysis performed to examine whether there was a difference according to marital status in the evaluations of the participants' answers to 25 questions, and the descriptive statistics of the participants according to their marital status are presented in Table 8. The table reveals a statistically significant difference according to marital status between the mean values of the answers given to questions no 17 (halal tourism establishments in Antalya have high quality and great

diversity) and 23 (there is no legislation and standards system related to halal tourism) ( $p=0.0045$  and  $p=0.0179$ , respectively). According to Table 8, single participants ( $\bar{x}=3.58$ ) were found to have a more positive evaluation for question 17 than those who were married ( $\bar{x}=3.07$ ), while married participants ( $\bar{x}=4.03$ ) had a more positive evaluation than single ones ( $\bar{x}=3.55$ ) for question 23.

**Table 8. Descriptive Statistics of the Questions according to Marital Status and Test Results**

Questions	Marital Status						t	p
	Single			Married				
	N	M	Sd	N	M	Sd		
1	55	3.84	0.94	70	3.97	0.90	-0.82	0.4154
2	55	3.82	0.90	70	3.86	0.87	-0.24	0.8078
3	55	3.64	0.85	70	3.57	1.04	0.37	0.7086
4	55	3.60	0.87	70	3.29	1.08	1.76	0.0817
5	55	3.62	1.13	70	3.26	1.10	1.80	0.0743
6	55	3.85	0.93	70	3.64	1.02	1.19	0.2344
7	55	3.58	0.90	70	3.49	1.02	0.55	0.5820
8	55	3.73	0.91	70	3.79	1.06	-0.32	0.7459
9	55	3.67	1.04	70	3.37	1.08	1.58	0.1176
10	55	3.53	1.07	70	3.47	0.99	0.30	0.7628
11	55	3.47	1.35	70	3.31	1.37	0.65	0.5185
12	55	3.33	1.19	70	3.49	1.19	-0.74	0.4606
13	55	3.76	1.02	70	3.49	1.07	1.47	0.1441
14	55	3.78	1.17	70	3.83	1.13	-0.23	0.8211
15	55	4.04	0.84	70	4.19	0.92	-0.94	0.3513
16	55	4.29	0.74	70	4.31	0.94	-0.15	0.8800
17	55	3.58	0.96	70	3.07	1.00	2.89	<b>0.0045</b>
18	55	4.29	0.96	70	4.21	0.96	0.44	0.6583
19	55	3.71	1.08	70	3.71	1.23	-0.02	0.9803
20	55	3.55	1.10	70	3.53	1.24	0.08	0.9368
21	55	3.58	1.07	70	3.43	1.25	0.73	0.4689
22	55	3.60	1.08	70	3.86	1.24	-1.21	0.2268
23	55	3.55	1.17	70	4.03	1.08	-2.40	<b>0.0179</b>
24	55	3.56	1.20	70	3.57	1.20	-0.04	0.9713
25	55	3.22	1.42	70	3.17	1.37	0.19	0.8527

ANOVA test was performed to examine whether there was a difference according to age in the evaluations of the participants' answers to 25 questions, and the descriptive statistics of the participants according to age and analysis results are given in Table 9. The table indicates a statistically significant difference according to age between the mean values of the answers given to questions 13 (there is a qualified workforce to

direct halal tourism) and 17 (halal tourism establishments in Antalya have high quality and a great variety) ( $p=0.0390$  and  $p=0.0215$ , respectively). In both question 13 and question 17, while there was no difference between the mean values of the participants aged 30 and under and those aged 30-39, the mean value of the participants who were over 39 was significantly lower than the mean values of the other two age groups.

**Table 9. Descriptive Statistics of Questions according to Age and Test Results**

Questions	Age									F	p
	< 30			30-39			> 39				
	N	M	Sd	N	M	Sd	N	M	Sd		
1	36	3.81	1.09	51	4.00	0.80	38	3.89	0.89	0.48	0.6192
2	36	3.83	0.97	51	4.02	0.73	38	3.61	0.95	2.45	0.0904
3	36	3.64	0.96	51	3.61	0.85	38	3.55	1.11	0.08	0.9264
4	36	3.56	0.97	51	3.55	0.92	38	3.13	1.09	2.38	0.0972
5	36	3.42	1.23	51	3.57	0.98	38	3.21	1.19	1.11	0.3331
6	36	3.75	1.02	51	3.86	0.78	38	3.55	1.18	1.09	0.3408
7	36	3.53	0.94	51	3.69	0.91	38	3.32	1.04	1.63	0.2010
8	36	3.81	0.98	51	3.73	0.94	38	3.76	1.10	0.07	0.9347
9	36	3.53	1.11	51	3.63	1.00	38	3.32	1.12	0.94	0.3934
10	36	3.39	1.15	51	3.69	0.86	38	3.34	1.07	1.53	0.2210
11	36	3.42	1.40	51	3.67	1.23	38	2.97	1.40	2.95	0.0559
12	36	3.31	1.28	51	3.59	1.12	38	3.29	1.18	0.91	0.4056
13	36	3.86	1.02	51	3.69	0.95	38	3.26	1.16	3.33	<b>0.0390</b>
14	36	3.86	1.15	51	3.76	1.21	38	3.82	1.06	0.08	0.9273
15	36	4.14	0.87	51	4.08	0.96	38	4.16	0.82	0.10	0.9069
16	36	4.39	0.64	51	4.29	0.88	38	4.24	1.00	0.30	0.7448
17	36	3.44	0.97	51	3.47	0.90	38	2.92	1.10	3.96	<b>0.0215</b>
18	36	4.39	0.73	51	4.12	0.97	38	4.29	1.11	0.90	0.4095
19	36	3.89	1.12	51	3.75	1.11	38	3.50	1.27	1.07	0.3462
20	36	3.69	1.06	51	3.65	1.07	38	3.24	1.36	1.81	0.1678
21	36	3.56	1.08	51	3.55	1.15	38	3.37	1.28	0.32	0.7251
22	36	3.58	1.30	51	3.90	1.04	38	3.68	1.23	0.84	0.4336
23	36	3.83	0.97	51	3.75	1.18	38	3.89	1.25	0.19	0.8261
24	36	3.58	1.16	51	3.67	1.24	38	3.42	1.18	0.46	0.6317
25	36	3.44	1.27	51	3.33	1.38	38	2.76	1.44	2.74	0.0684



A T-test was performed to examine whether there was a difference according to the institution they worked for in the evaluations of the participants' answers to 25 questions, and the descriptive statistics of the participants according to the institution they worked for and analysis results are presented in Table 10. When this table is examined, it can be seen that there is a statistically significant difference according to the institution for which the participants worked between the mean values of the answers given to question 8. (Changing customer demands and

needs in Halal tourism), 13. (There is a qualified workforce to direct Halal tourism), 14. (Availability of universities in Antalya), 15. (Turkey's 3rd largest airport is located in Antalya), and 18 (Antalya has a safe destination image) ( $p=0.04870$ ,  $p=0.0376$ ,  $p=0.0001$ ,  $p=0.0065$  and  $p=0.0001$ , respectively). In these 5 questions, which were found to have significant differences, the mean of the answers given by the sector employees to the questions was found to be significantly higher than the ones working in the faculty of tourism.

**Table 10. Descriptive Statistics of the Questions according to the Institution the Participants Worked for and Test Results**

Questions	Institution						t	p
	Faculty			Sector				
	N	M	Sd	N	M	Sd		
1	51	3.82	0.91	74	3.97	0.92	-0.90	0.3721
2	51	3.75	0.89	74	3.91	0.88	-1.00	0.3208
3	51	3.53	1.05	74	3.65	0.90	-0.68	0.4966
4	51	3.35	1.02	74	3.47	1.00	-0.66	0.5126
5	51	3.20	1.15	74	3.57	1.09	-1.83	0.0689
6	51	3.73	0.98	74	3.74	0.99	-0.10	0.9216
7	51	3.35	1.04	74	3.65	0.90	-1.70	0.0919
8	51	3.55	0.99	74	3.91	0.98	-1.99	<b>0.0487</b>
9	51	3.51	1.03	74	3.50	1.10	0.05	0.9600
10	51	3.55	0.94	74	3.46	1.08	0.48	0.6317
11	51	3.29	1.32	74	3.45	1.39	-0.61	0.5402
12	51	3.53	1.10	74	3.34	1.24	0.89	0.3769
13	51	3.37	1.15	74	3.77	0.96	-2.10	<b>0.0376</b>
14	51	3.31	1.26	74	4.15	0.92	-4.29	<b>0.0001</b>
15	51	3.86	1.00	74	4.30	0.75	-2.77	<b>0.0065</b>
16	51	4.08	1.04	74	4.46	0.67	-2.50	0.0136
17	51	3.22	1.05	74	3.35	0.99	-0.74	0.4619
18	51	3.86	1.10	74	4.51	0.74	-3.96	<b>0.0001</b>
19	51	3.71	1.12	74	3.72	1.20	-0.05	0.9613
20	51	3.67	1.13	74	3.45	1.21	1.03	0.3037
21	51	3.37	1.20	74	3.58	1.15	-0.98	0.3287
22	51	3.71	1.01	74	3.77	1.29	-0.30	0.7651
23	51	4.02	1.03	74	3.68	1.19	1.67	0.0971
24	51	3.61	1.28	74	3.54	1.14	0.31	0.7581
25	51	3.41	1.27	74	3.04	1.46	1.47	0.1428

Variance analysis was performed to examine whether there was a difference according to educational background in the evaluations of the participants' answers to 25 questions, and the descriptive statistics of the participants according to educational background and analysis results are given in Table 11. The table indicates a statistically significant difference according to age between the mean values of the answers given to questions 14 (availability of universities in Antalya), 15 (Turkey's 3rd largest airport is located in Antalya), and 18 (Antalya has a safe destination image) ( $p=0.0108$ ,  $p=0.0309$  and  $p=0.0293$ , respectively).

According to the results of the further analysis, when the averages of questions 14 and 15 were examined, it was found that secondary school graduates had the highest mean and there was no difference between the mean values of those with associate degrees, bachelor's degrees, and higher education degree. When the 18th question was examined, no difference was detected between the mean values of the participants with a secondary education diploma, an associate degree, and a bachelor's degree, whereas the mean values of higher education graduates were found to be significantly lower than the others.

**Table 11. Descriptive Statistics of Questions according to Educational Background and Test Results**

Questions	Education Level												F	p
	Secondary School			Associate			Bachelor's			Higher Education				
	N	M	Sd	N	M	Sd	N	M	Sd	N	M	Sd		
1	5	4.20	0.84	13	3.46	0.97	40	4.03	0.97	67	3.91	0.87	1.43	0.2372
2	5	3.80	0.45	13	4.00	1.00	40	3.95	0.85	67	3.75	0.91	0.60	0.6177
3	5	3.60	0.55	13	3.69	0.75	40	3.75	0.87	67	3.49	1.06	0.64	0.5898
4	5	3.60	0.55	13	3.69	0.85	40	3.45	1.04	67	3.34	1.04	0.51	0.6763
5	5	3.60	0.89	13	3.77	1.30	40	3.48	1.01	67	3.30	1.17	0.75	0.5243
6	5	4.20	0.45	13	3.85	1.28	40	3.78	0.86	67	3.66	1.02	0.58	0.6268
7	5	3.80	0.45	13	3.54	1.05	40	3.73	0.91	67	3.39	1.00	1.17	0.3256
8	5	3.80	0.84	13	3.92	0.86	40	3.85	0.95	67	3.67	1.06	0.40	0.7545
9	5	3.60	0.55	13	3.69	0.95	40	3.58	1.15	67	3.42	1.08	0.35	0.7913
10	5	3.20	0.84	13	3.46	1.05	40	3.63	1.15	67	3.45	0.96	0.40	0.7519
11	5	3.20	1.64	13	3.46	1.61	40	3.73	1.26	67	3.18	1.32	1.41	0.2418
12	5	3.40	0.55	13	3.54	1.33	40	3.30	1.30	67	3.46	1.13	0.20	0.8930
13	5	4.00	0.71	13	4.00	1.15	40	3.58	0.98	67	3.52	1.09	0.99	0.4001
14	5	4.80	0.45	13	4.08	1.04	40	4.08	0.94	67	3.52	1.22	3.88	<b>0.0108</b>
15	5	4.60	0.89	13	4.23	0.73	40	4.38	0.74	67	3.91	0.95	3.06	<b>0.0309</b>
16	5	4.60	0.55	13	4.15	0.80	40	4.55	0.64	67	4.16	0.96	2.09	0.1047
17	5	3.80	0.84	13	3.77	0.93	40	3.18	0.98	67	3.24	1.03	1.66	0.1790
18	5	4.40	0.89	13	4.77	0.44	40	4.43	0.81	67	3.24	1.06	3.10	<b>0.0293</b>
19	5	3.60	1.52	13	3.85	1.07	40	3.63	1.17	67	3.75	1.17	0.16	0.9205
20	5	3.20	1.10	13	3.15	1.28	40	3.78	1.14	67	3.49	1.17	1.18	0.3192
21	5	3.20	1.30	13	3.23	1.17	40	3.83	1.03	67	3.37	1.22	1.66	0.1791
22	5	3.80	1.79	13	3.23	1.36	40	4.08	1.00	67	3.64	1.16	2.11	0.1031
23	5	3.40	0.55	13	3.69	1.44	40	3.90	1.13	67	3.82	1.13	0.34	0.7957
24	5	3.00	0.71	13	3.38	1.12	40	3.73	1.09	67	3.55	1.29	0.71	0.5483
25	5	2.80	0.45	13	2.69	1.44	40	3.33	1.40	67	3.24	1.42	0.84	0.4759



**SWOT Analysis Results of Halal Tourism Potential of Antalya**

The current halal tourism potential of Antalya was evaluated using SWOT analysis, one of the aims of the present study, and the findings are presented in this section. First of all, open-ended questions were asked about the strengths, weaknesses, threats, and opportunities of Antalya in terms of halal tourism and the answers were collected and categorized into themes. Dimensions and sub-dimensions were determined by including basic statements in the literature. The SWOT analysis performed is shown in tables, respectively.

Participants were asked “What are the strengths of Antalya that affect development of halal tourism?” and based on their answers, the dimensions and sub-dimensions that make up the strengths of halal tourism in Antalya are presented in Table 12. It is seen in the table that the dimensions that constitute the strengths of halal tourism include the fact that Antalya has halal tourism businesses, is a Muslim city, has universities, is accessible, and has a strong destination image. The answers given by the 34 participants who evaluated it in terms of the halal

tourism businesses in Antalya and it's being a Muslim city, namely the sub-dimensions, are as follows: 'Social-cultural-geographical proximity to Islamic countries', 'Being in a Muslim country', 'An improved number of halal concept hotels', 'Direct flights from Arab countries', 'Muslims within easy reach', and 'Easy access to Halal food'. The answers of 21 participants who responded to the dimension of having universities and accessibility include the following: 'Provision of quality education at universities', 'Proximity to Muslim geography', 'Antalya's developed transportation infrastructure', and 'Having a good airport, easy transportation, and direct Flights'. The answers of the 63 participants who answered concerning Strong Destination Image, which is another dimension, are as follows: 'nice climate of Antalya, its natural and cultural richness, and history', 'Antalya's brand value, it's being a well-known and reliable tourism destination', 'Its location, its image, and the high number of accommodation establishments in Antalya', 'People's hospitality', 'Well-developed tourism infrastructure', and 'Availability of skilled workforce'.

**Table 12 Participants' Opinions about the Strengths of Halal Tourism in Antalya**

• <b>Dimension</b>	<b>Halal Tourism Businesses in Antalya and Its being a Muslim City</b>
• <b>Sub-dimension</b>	*Social-cultural-geographical proximity to Islamic countries *Being in a Muslim country *Improved number of halal concept hotels *Direct flights from Arab countries *Muslims within easy reach *Easy access to halal food
• <b>Respondents</b>	<b>34 participants in total</b>
• <b>Dimension</b>	<b>Existence of Universities and Accessibility</b>
• <b>Sub-dimension</b>	*Provision of quality education at universities *Proximity to Muslim geography *Antalya's developed transportation infrastructure *Having a good airport, easy transportation, and direct flights
• <b>Respondents</b>	<b>21 participants in total</b>
• <b>Dimension</b>	<b>Strong Destination Image</b>
• <b>Sub-dimension</b>	*Nice climate of Antalya, its natural and cultural richness, and history *Antalya's brand value, and its being a well-known and reliable destination *Its location, its image, and the high number of accommodation establishments *People's hospitality *Well-developed tourism infrastructure *The availability of skilled workforce
• <b>Respondents</b>	<b>63 participants in total</b>

The weaknesses of Antalya in terms of halal tourism were asked via open-ended questions and the responses were gathered and categorized into themes. The dimensions and sub-dimensions were determined by including basic statements from the literature and are presented in the following table. The dimensions that made up the weaknesses of Antalya in terms of halal tourism and the respondents are as follows: Accessibility and Seasonality Problem, Destination Image, Marketing, Advertising and Promotion, Political Problems, Lack of Skilled Personnel and Insufficient Education, Underdeveloped Standards for Halal Tourism, and Insufficient Investments and Businesses, and High Prices.

The dimension of Accessibility and Seasonality Problem and Destination Image, answered by 29 participants in total, has 9 sub-dimensions, which are 'Difficulty in reaching the towns and inadequate public transport services', 'Low number of direct

flights from Arab countries to Antalya', 'Having an all-inclusive system and being famous for sea, sand, sun, and cultural tourism', 'Competitor destinations' starting halal tourism activities earlier than Antalya', 'Antalya's dominant market structure, hot climate, and well-established tourism structure', 'Christian tourists making up the majority, which leads to Muslim tourists' not feeling comfortable, The relationship between halal tourism and haram, 'Associating beach hotel tourism with alcohol', 'Poor implementation of sustainable tourism', and 'Lifestyles of the locals that do not comply with Islamic principles'.

The sub-dimensions of the dimension of Marketing, Advertising and Promotion, and Political Problems, answered by a total of 21 participants, are as follows: 'Inadequate marketing, advertising and promotion activities for this type of tourism', 'Lack of recognition of Antalya as a halal tourism destination', 'Antalya's lack of a marketing strategy', 'Lack of a common



platform (like a website)', and 'Insufficient state support and policies for halal tourism'. A total of 12 participants answered the Lack of Skilled Personnel and Insufficient Education dimension consisting of 5 sub-dimensions. The sub-dimensions include 'Lack of awareness, insufficient number of skilled personnel and experienced managers', 'Developing understanding of tourism, Insufficient education', 'Insufficient education on halal tourism at universities and vocational schools', 'Few studies conducted in the field of halal tourism', and 'Incompetent personnel for halal tourism'.

A total of 20 participants answered the dimension of Underdeveloped Standards for Halal Tourism and the sub-dimensions comprise 'Lack of legislation and standards system

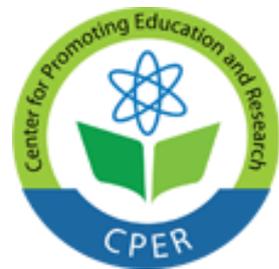
related to tourism', 'Destination image that does not match with halal tourism', 'The building that is not suitable for halal tourism', 'Lack of recognition of Antalya as a halal tourism destination'. Finally, 31 participants answered the dimensions of Insufficient Investments and Businesses and High Prices, the sub-dimensions of which are as follows: 'Low number of halal-certified restaurants and places to visit' and 'Low number of 5-star hotels with halal concept'. 'High prices in halal concept hotels for domestic and foreign tourists and prevention of the participation of different economic segments in halal tourism activities', and 'Competitor destinations' increasing their investments in this field (Few investors are investing in halal tourism)'.

**Table 13. Participants' Opinions about the Weaknesses of Halal Tourism in Antalya**

• <b>Dimension</b>	<b>Accessibility and Seasonality Problem, Destination Image</b>
• <b>Sub-dimensions</b>	<ul style="list-style-type: none"> <li>*Difficulty in reaching the towns and inadequate public transport services</li> <li>*Lack of direct flights from Arab countries to Antalya</li> <li>*Having an all-inclusive system and being famous for sea, sand, sun, and cultural tourism</li> <li>*Competitor destinations' starting halal tourism activities before Antalya</li> <li>*Antalya's dominant market structure, hot climate, and well-established tourism structure</li> <li>* Christian tourists making up the majority, which leads to Muslim tourists' not feeling comfortable; The relationship between halal tourism and haram</li> <li>*Associating beach hotel tourism with alcohol</li> <li>*Poor implementation of sustainable tourism</li> <li>* Lifestyles of the locals that do not comply with the Islamic principles</li> </ul>
• <b>Respondents</b>	<b>29 participants in total</b>
• <b>Dimension</b>	<b>Marketing, Advertising, Promotion, and Political Problems</b>
• <b>Sub-dimensions</b>	<ul style="list-style-type: none"> <li>*Inadequate marketing, advertising and promotion activities for this type of tourism</li> <li>*Lack of recognition of Antalya as a halal tourism destination</li> <li>*Antalya's lack of a marketing strategy</li> <li>*Lack of a common platform (like a website)</li> <li>*Insufficient state support and policies for halal tourism</li> </ul>
• <b>Respondents</b>	<b>21 participants in total</b>
• <b>Dimension</b>	<b>Lack of Skilled Personnel and Insufficient Education</b>
• <b>Sub-dimensions</b>	<ul style="list-style-type: none"> <li>*Lack of awareness and insufficient number of skilled personnel and experienced managers</li> <li>*Developing understanding of tourism, Insufficient education</li> <li>*Insufficient education on halal tourism at universities and vocational schools</li> <li>*Few studies conducted in the field of halal tourism</li> <li>*Incompetent personnel for halal tourism</li> </ul>
• <b>Respondents</b>	<b>12 participants in total</b>
• <b>Dimension</b>	<b>Underdeveloped Standards for Halal Tourism</b>
• <b>Sub-dimensions</b>	<ul style="list-style-type: none"> <li>*Lack of legislation and standards system related to tourism</li> <li>*Destination image that does not match with halal tourism</li> <li>*The building that is not suitable for halal tourism</li> <li>*Lack of recognition of Antalya as a halal tourism destination</li> <li>*Insufficient halal tourism image</li> </ul>
• <b>Respondents</b>	<b>20 participants in total</b>
• <b>Dimension</b>	<b>Insufficient Investments and Businesses and High Prices</b>
• <b>Sub-dimensions</b>	<ul style="list-style-type: none"> <li>*Low number of halal-certified restaurants and places to visit</li> <li>*Low number of 5-star hotels with halal concept</li> <li>*High prices in halal concept hotels for domestic and foreign tourists and prevention of the participation of different economic segments in halal tourism activities</li> <li>*Competitor destinations' increasing their investments in this field (There are few investors investing in halal tourism)</li> </ul>
• <b>Respondents</b>	<b>31 participants in total</b>

The participants were asked about the opportunities that affect the development of halal tourism in Antalya and the responses were gathered and categorized into themes. The dimensions and sub-dimensions were determined by including basic statements in accordance with the literature and are presented in Table 14. The dimensions that made up the opportunities that affect the development of halal tourism in Antalya are as follows:

Accessibility, Geographical Location, Urban Transportation, Qualified Workforce and Availability of Universities to Provide Education on Halal Tourism, Increase in Demand and Potential, Access to Halal Certified Products, Incentives, Development of Halal Tourism, Good Marketing, Safe and Attractive Destination Image, Hosting Congresses, and Experience, and Availability of



Inexpensive, High-Capacity, High Quality, and 12-Month Service.

Dimension of Accessibility, Geographical Location, and Urban Transportation, answered by a total of 32 participants, include 3 sub-dimensions, which are 'Easy transportation facilities (Abroad, 2 airports)', 'Easy transportation within the city', developed transportation infrastructure', and 'Geographical location, proximity to Islamic countries'.

A total of 9 participants answered dimension of Qualified Workforce and Availability of Universities to Provide Education on Halal Tourism consisting of 3 sub-dimensions, which are, 'Qualified and experienced employees and managers in the field of tourism', 'Availability of universities that can provide education on halal tourism' and 'High customer satisfaction'.

The dimension of Increase in Demand and Potential, Access to Halal Certified Products, and Incentives, answered by a total of 39 participants, include the sub-dimensions of 'Population growth and increasing demand in Islamic countries', 'Increase in the number of quality entertainment centers and places to visit in the city', 'High potential for halal tourism', 'Increased awareness', 'Easy access to halal certified products', 'The presence of adequate number of mosques and monuments dating back to Islamic history', 'The state's increasing interest in halal tourism and inclusion of halal tourism in the 2023 strategy', 'The remote location of Indonesia and Malaysia from Arab

countries', and 'Turkey's being a Muslim country and Muslims' preference for Turkey for their vacation with the increasing Islamophobia in the West'.

A total of 11 participants answered dimension of the Development of Halal Tourism, and Good Marketing comprising 4 sub-dimensions, which are 'Increasing number of studies and investments in halal tourism', 'Increase in the number of Islamic hotels', 'Efficiency of marketing activities' and 'Antalya's higher level of development compared to competitor halal tourism destinations'.

The dimension of Safe and Attractive Destination Image, Hosting Congresses, and Experience, answered by a total of 13 participants, consists of 3 sub-dimensions including 'Antalya's attractive and safe destination image', 'Antalya's hosting international congresses and meetings', and 'Antalya's long-term experience in tourism'.

Finally, a total of 17 participants answered the dimension of Availability of Inexpensive, High-Capacity, High Quality, and 12-Month Service, (Seasonal Characteristics) consisting of 4 sub-dimensions which are 'High number and capacity of quality accommodation establishments', 'Possibility to offer services for 12 months', 'Provision of quality service at affordable prices compared to competitor destinations', and 'High number of sunny days'.

**Table 14 Participants Opinions about the Opportunities of Halal Tourism in Antalya**

<b>●Dimension</b>	<b>Accessibility, Geographical Location, Urban Transportation</b>
<b>●Sub-dimensions</b>	*Easy transportation facilities (Abroad, 2 airports) *Easy transportation within the city, developed transportation infrastructure *Geographical location, proximity to Islamic countries
<b>●Respondents</b>	<b>32 participants in total</b>
<b>●Dimension</b>	<b>Qualified Workforce and Availability of Universities to Provide Education on Halal Tourism</b>
<b>●Sub-dimensions</b>	*Qualified and experienced employees and managers in the field of tourism *Availability of universities that can provide education on halal tourism *High customer satisfaction
<b>●Respondents</b>	<b>9 participants in total</b>
<b>Dimension</b>	<b>Increase in Demand and Potential, Access to Halal Certified Products, Incentives</b>
<b>●Sub-dimensions</b>	*Population growth and increasing demand in Islamic countries *Increase in the number of quality entertainment centers and places to visit in the city *High potential for halal tourism *Increased awareness *Tourists' easy access to halal certified products *The presence of adequate number of mosques and monuments dating back to Islamic history *The state's increasing interest in halal tourism and inclusion of halal tourism in the 2023 strategy *The remote location of Indonesia and Malaysia from Arab countries *Turkey's being a Muslim country and Muslims' preference for Turkey for their vacation with the increasing Islamophobia in the West
<b>●Respondents</b>	<b>39 participants in total</b>
<b>●Dimension</b>	<b>Development of Halal Tourism, Good Marketing</b>
<b>●Sub-dimensions</b>	*Increasing studies and investments in halal tourism *Increase in the number of Islamic hotels *Efficiency of marketing activities *Antalya's higher level of development compared to competitor halal tourism destinations
<b>●Respondents</b>	<b>11 participants in total</b>
<b>●Dimension</b>	<b>Safe and Attractive Destination Image, Hosting Congresses, and Experience</b>
<b>●Sub-dimensions</b>	*Antalya's attractive and safe destination image *Antalya's hosting international congresses and meetings *Antalya's long-term experience in tourism
<b>●Respondents</b>	<b>13 participants in total</b>
<b>●Dimension</b>	<b>Availability of Inexpensive, High-Capacity, High Quality, 12-Month Service, (Seasonal Characteristics)</b>



●Sub-dimensions	*High number and capacity of quality accommodation establishments *Possibility to offer services for 12 months *Provision of quality service at affordable prices compared to competitor destinations *High number of sunny days
●Respondents	<b>17 participants in total</b>

The participants were asked about the threats that affect the development of halal tourism in Antalya and the responses were gathered and categorized into themes. The dimensions and sub-dimensions were determined by including basic statements from the literature and are presented in Table 15. As can be seen from the table, 4 dimensions made up the threats affecting the development of halal tourism in Antalya, which are Wrong Destination Image, Insufficient and Poor-Quality Service, Religious and Social Factors and Awareness, Economic, political, Diplomatic Relations, State Support, and Global Competitive Environment, Insufficient Promotion and Marketing.

A total of 23 participants answered the dimension of Wrong Destination Image, Insufficient and Poor-Quality Service consisting of the following sub-dimensions; 'Some local companies' involvement in fraud', 'An insufficient number of halal concept hotels in the city', 'Shortage of suppliers', 'Lack of recognition of Antalya as a halal tourism destination', 'Failure to implement halal tourism standards compared to competitor destinations', 'Indifference of investors, shortage of halal tourism agencies', 'Foreign tourist population', 'Mass tourism, worldwide recognition for being a 3S tourism destination', and 'High prices in high-quality halal tourism businesses compared to other businesses.'

A total of 18 participants answered the dimension of the Religious and Social Factors and Awareness comprising 9 sub-dimensions, which are 'Discriminating people', 'Social behavior, the sociological structure of the city', 'The likelihood of the Russian and German markets to be affected by Muslim tourists',

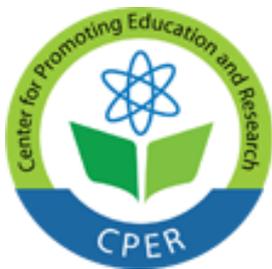
'Mixed structure of tourists coming to the city', 'Being a tourist attraction preferred by non-Muslim tourists', 'Lack of awareness and knowledge of local people about halal tourism', 'Lack of interest and awareness in halal tourism around the world', 'Weak image of the halal lifestyle, irreligious people, high rate of alcohol consumption', and 'The fact that halal concept hotels are not much preferred by Turkish people'.

The dimension of Economic, Politic, Diplomatic Relations, and State Support was answered by 19 participants and it includes 9 sub-dimensions including 'Political situation, financial rises, currency fluctuations', 'Insufficient state support', 'Some political events taking place between Islamic countries and Turkey', 'Problems in the economy, volatility in political agenda', 'Political problems in neighboring countries', 'No or little investment', 'Turkey's political position', 'The danger of coronavirus, border closures', and 'Absence or inadequacy of legal regulations on halal tourism'.

Finally, a total of 21 participants answered the dimension of Global Competitive Environment, Insufficient Promotion and Marketing consisting of 5 sub-dimensions, which are 'Higher share of competitor destinations', 'Insufficient marketing, advertising, and promotional activities', 'Distance to Malaysia and Indonesia market', 'Increased interest of non-Muslim countries in this field as well as Muslim destinations' and 'Increased interest of European countries such as French, England, and Belgium'.

**Table 15. Participants' Opinions about the Threats Related to Halal Tourism in Antalya**

●Dimension	<b>Wrong Destination Image, Insufficient and Poor-Quality Service</b>
●Sub-dimensions	*Some local companies' involvement in fraud *Insufficient number of halal concept hotels in the city *Shortage of suppliers *Lack of recognition of Antalya as a halal tourism destination *Failure to implement halal tourism standards compared to competitor destinations *Indifference of investors, shortage of Halal tourism agencies *Foreign tourist population *Mass tourism, worldwide recognition for being a 3 S tourism destination *Higher prices in high quality halal tourism businesses compared to other businesses
●Respondents	<b>23 participants in total</b>
●Dimension	<b>Religious and Social Factors and Awareness</b>
●Sub-dimensions	*Discriminating people *Social behavior, sociological structure of the city *The likelihood of the Russian and German markets to be affected by Muslim tourists *Mixed structure of tourists coming to the city *Being a tourist attraction preferred by non-Muslim tourists *Lack of awareness and knowledge of local people about halal tourism *Lack of interest and awareness in halal tourism around the world *Weak image of halal lifestyle, irreligious people, high rate of alcohol consumption *The fact that halal concept hotels are not much preferred by Turkish people
●Respondents	<b>18 participants in total</b>
●Dimension	<b>Economic, Politic, Diplomatic Relations, State Support</b>
●Sub-dimensions	*Political situation, financial rises, currency fluctuations *Insufficient state support *Some political events taking place between Islamic countries and Turkey *Problems in the economy, volatility in political agenda *Political problems in neighboring countries *No or little investment *Turkey's political position *The danger of coronavirus, border closures *Absence or inadequacy of legal regulations on halal tourism
●Respondents	<b>19 participants in total</b>
●Dimension	<b>Global Competitive Environment, Insufficient Promotion and Marketing</b>
●Sub-dimensions	*Higher share of competitor destinations *Insufficient marketing, advertising, and promotional activities *Distance to Malaysia and Indonesia market *Increased interest of European countries such as French, England, and Belgium *Increased interest of non-Muslim countries in this field as well as Muslim destinations
●Respondents	<b>21 participants in total</b>



The participants were asked if they wanted to add anything else, and their answers were categorized into themes and are presented in Table 16. According to Table 16, the suggestions given by the participants for halal tourism are classified as Suggestions for Promotion and Advertising, Suggestions for the Cost of Hotels, Reasonable Pricing, and Special Conditions, and Suggestions for the Definition of Halal Tourism, Its Quality, Its Location, Training of Staff, and Benefiting from Expert Managers. Suggestions for Promotion and Advertising include the following statements; ‘Advertising and promotion activities in the field of halal tourism are inadequate’ and ‘Increasing the studies on halal tourism and carrying out promotional activities will raise awareness of halal tourism and increase the demand of Muslim tourists to Antalya’.\* Inadequate advertising and promotion activities in the field of halal tourism

Suggestions for the Cost of Hotels, Reasonable Pricing, and Special Conditions consist of the following statements: ‘Quality and good service understanding and the high prices of the services for this affect the development of halal tourism’, ‘The high cost of hotels with Islamic concept in general changes the perspective of businesses on Islamic hotels and negatively affects the development of this sector’, ‘In Islamic hotels, pools filled with seawater that can be used exclusively by women should be used. In general, women-only areas in hotels are worse, stuffy, and damp places compared to men-only areas.

Most of the time, everything is prepared more comfortably for male customers’, ‘When we go to Islamic hotels as a family, the father cannot spend time with his daughters and the mother with his sons (Imagine, a family should be together on vacation the most). There should be areas where parents can spend time with their children, ‘Pricing should be reasonable’, and ‘Lowering the prices can be of great advantage’.

Suggestions for the Definition of Halal Tourism, Its Quality, Its Location, Training of Staff, and Benefiting from Expert Managers include the following statements; ‘Halal tourism should be clearly defined’, ‘Facilities for halal tourism can be developed with the presence of many hotels and managers specialized on all-inclusive systems’, ‘Halal tourism should be done in regions such as Afyon. It is not a suitable type of tourism for Antalya’, ‘The existence of qualified workforce that will direct halal tourism will result in development’, ‘A lot should be done to improve the quality of halal concept accommodation establishments in Antalya’, and ‘Great importance should be given to the training of the personnel working in a halal tourism facility’, ‘Some of the addressing phrases I heard while talking to the guests when I was working at a Halal tourism hotel are as follows: Uncle Haji, what would you like to have? (for older men), Auntie (for older women), Here you are, Auntie. Although we usually serve Muslim Turkish guests, we must maintain high levels of respect and quality.

**Table 16. Classification of The Suggestions Added by The Participants Regarding Halal Tourism**

<p>●<b>Suggestions for Promotion and Advertising</b></p>	<p>*Advertising and promotion activities in the field of halal tourism are inadequate.                  * Increasing the studies on halal tourism and carrying out promotional activities will raise awareness of halal tourism and increase the demand of Muslim tourists to Antalya.</p>
<p>●<b>Suggestions for the Cost of Hotels, Reasonable Pricing, and Special Conditions</b></p>	<p>* There is understanding of quality and good service but high prices of the services for this affect the development of halal tourism.                  *The high cost of hotels with Islamic concept in general changes the perspective of businesses on Islamic hotels and negatively affects the development of this sector.                  * In Islamic hotels, pools filled with sea water that can be used exclusively by women should be used. In general, women-only areas in hotels are worse, stuffy and damp places compared to men-only areas. Most of the time, everything is prepared more comfortably for male customers.                  *When we go to Islamic hotels as a family, the father cannot spend time with his daughters and the mother with his sons (Imagine, a family should be together on vacation the most). There should be areas where parents can spend time with their children.                  * Pricing should be reasonable.                  * Lowering the prices can be of great advantage.</p>
<p>●<b>Suggestions for the Definition of Halal Tourism, Its Quality, Its Location, Training of Staff and Benefiting from Expert Managers</b></p>	<p>* Halal tourism should be clearly defined.                  * Facilities for halal tourism can be developed with the presence of many hotels and managers specialized on all-inclusive systems.                  * Halal tourism should be done in regions such as Afyon. It is not a suitable type of tourism for Antalya.                  * The existence of qualified workforce that will direct halal tourism will result in development.                  *A lot should be done to improve the quality of halal concept accommodation establishments in Antalya.                  * Great importance should be given to the training of the personnel working in a halal tourism facility.                  *Some of the addressing phrases I heard while talking to the guests when I was working at a Halal tourism hotel are as follows:                  - Uncle Haji, what would you like to have? (for older men)                  - Auntie (for older women)                  - Here you are, auntie.                  Although we usually serve Muslim Turkish guests, we must maintain high levels of respect and quality.</p>



Table 17 gives a summary of the SWOT analysis according to the answers given by the participants.

**Table 17. Summary of the Swot Analysis**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>*Social-cultural-geographical proximity to Islamic countries</li> <li>*Being in a Muslim country</li> <li>*Improved number of halal concept hotels</li> <li>*Direct flights from Arab countries</li> <li>*Muslims within easy reach</li> <li>*Easy access to halal food</li> <li>*Provision of quality education at universities</li> <li>*Proximity to Muslim geography</li> <li>*Antalya's developed transportation infrastructure</li> <li>*Having a good airport, easy transportation, and direct flights</li> <li>*Nice climate of Antalya, its natural and cultural richness, and history</li> <li>*Antalya's brand value, and its being a well-known and reliable destination</li> <li>*Its location, its image, and the high number of accommodation establishments</li> <li>*People's hospitality</li> <li>*Well-developed tourism infrastructure</li> <li>*The availability of skilled workforce</li> </ul>	<ul style="list-style-type: none"> <li>*Difficulty in reaching the towns and inadequate public transport services</li> <li>*Lack of direct flights from Arab countries to Antalya in winter months</li> <li>*Having an all-inclusive system and being famous for sea, sand, sun, and cultural tourism</li> <li>*Competitor destinations' starting halal tourism activities before Antalya</li> <li>*Antalya's dominant market structure, hot climate, and well-established tourism structure</li> <li>*Christian tourists making up the majority, which leads to Muslim tourists' not feeling comfortable; The relationship between halal tourism and haram</li> <li>*Associating beach hotel tourism with alcohol</li> <li>*Poor implementation of sustainable tourism</li> <li>*Lifestyles of the locals that do not comply with the Islamic principles</li> <li>*Inadequate marketing, advertising and promotion activities for this type of tourism</li> <li>*Lack of recognition of Antalya as a halal tourism destination</li> <li>*Antalya's lack of a marketing strategy</li> <li>*Lack of a common platform (like a website)</li> <li>*Insufficient state support and policies for halal tourism *</li> <li>*Lack of awareness, insufficient number of skilled personnel and experienced managers</li> <li>*Developing understanding of tourism, Insufficient education</li> <li>*Insufficient education on halal tourism at universities and vocational schools</li> <li>*Few studies conducted in the field of halal tourism</li> <li>*Incompetent personnel for halal tourism</li> <li>*Lack of legislation and standards system related to tourism</li> <li>*Destination image that does not match with halal tourism</li> <li>*A structure that is not suitable for halal tourism</li> <li>*Lack of recognition of Antalya as a halal tourism destination</li> <li>*Insufficient halal tourism image *Low number of halal-certified restaurants and places to visit</li> <li>*Low number of halal concept 5-star hotels</li> <li>*High prices in halal concept hotels for domestic and foreign tourists and prevention of the participation of different economic segments in halal tourism activities</li> <li>*Competitor destinations' increasing their investments in this field (There are few investors investing in halal tourism)</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>*Easy transportation facilities (Abroad, 2 airports)</li> <li>*Easy transportation within the city, developed transportation infrastructure</li> <li>*Geographical location, proximity to Islamic countries</li> <li>*Qualified and experienced employees and managers in the field of tourism</li> <li>*Availability of universities that can provide education on halal tourism</li> <li>*High customer satisfaction</li> <li>*Population growth and increasing demand in Islamic countries</li> <li>*Increase in the number of quality entertainment centers and places to visit in the city</li> <li>*High potential for halal tourism</li> <li>*Increased awareness</li> <li>*Tourists' easy access to halal certified products</li> <li>*The presence of adequate number of mosques and monuments dating back to Islamic history*The state's increasing interest in halal tourism and inclusion of halal tourism in the 2023 strategy</li> <li>*The remote location of Indonesia and Malaysia from Arab countries</li> <li>*Turkey's being a Muslim country and Muslims' preference for Turkey for their vacation with the increasing Islamophobia in the West</li> <li>*Increasing studies and investments in halal tourism</li> <li>*Increase in the number of Islamic hotels</li> <li>*Efficiency of marketing activities</li> <li>*Antalya's higher level of development compared to competitor halal tourism destinations</li> <li>*Antalya's attractive and safe destination image</li> <li>*Antalya's hosting international congresses and meetings</li> <li>*Antalya's long-term experience in tourism</li> <li>*High number and capacity of quality accommodation establishments</li> <li>*Possibility to offer services for 12 months</li> <li>*Provision of quality service at affordable prices compared to competitor destinations</li> <li>*High number of sunny days</li> </ul>	<ul style="list-style-type: none"> <li>*Some local companies' involvement in fraud</li> <li>*Insufficient number of halal concept hotels in the city</li> <li>*Shortage of suppliers</li> <li>*Lack of recognition of Antalya as a halal tourism destination</li> <li>*Failure to implement halal tourism standards compared to competitor destinations</li> <li>*Indifference of investors, shortage of Halal tourism agencies</li> <li>*Foreign tourist population</li> <li>*Mass tourism, worldwide recognition for being a 3 S tourism destination</li> <li>*Prices in high quality halal tourism businesses higher than other businesses</li> <li>*Discriminating people</li> <li>*Social behavior, sociological structure of the city</li> <li>*The likelihood of the Russian and German markets to be affected by Muslim tourists</li> <li>*Mixed structure of tourists coming to the city</li> <li>*Being a tourist attraction preferred by non-Muslim tourists</li> <li>*Lack of awareness and knowledge of local people about halal tourism</li> <li>*Lack of interest and awareness in halal tourism around the world</li> <li>*Weak image of halal lifestyle, irreligious people not, high rate of alcohol consumption</li> <li>*The fact that halal concept hotels are not much preferred by Turkish people</li> <li>*Political situation, financial rises, currency fluctuations</li> <li>*Insufficient state support</li> <li>*Some political events taking place between Islamic countries and Turkey</li> <li>*Problems in the economy, volatility in political agenda</li> <li>*Political problems in neighboring countries</li> <li>*No or little investment</li> <li>*Turkey's political position</li> <li>*The danger of coronavirus, border closures</li> <li>*Having no or insufficient legal regulations on halal tourism</li> <li>*Higher share of competitor destinations</li> <li>*Insufficient marketing, advertising, and promotional activities</li> <li>*Distance to Malaysia and Indonesia market</li> <li>*Increased interest of European countries such as French, England, and Belgium</li> <li>*Increased interest of non-Muslim countries in this field as well as Muslim destinations</li> </ul>



## Conclusions and Recommendations

Halal tourism (a sub-branch of tourism, which is called the rising value of the world tourism industry) is increasing its share in the world tourism market day by day by growing very rapidly as a new tourism action that has emerged spontaneously with the demands of Muslim tourists and can be carried out in accordance with their beliefs. National and international research, which prepare reports on the current situation, size and potential of the halal tourism market, reveal with statistical data that this niche market is developing rapidly around the world with the improvement in the economies of Muslim countries, the increase in the educated young population willing to travel and the improvement in their living standards. As a result of minimizing economic problems and increasing living standards in countries where the majority of the population is Muslim, this niche market with great potential has become an important type of tourism in the world and in Turkey. Turkey, which is one of the countries that started to implement this concept late, has strategic advantages that can be one of the most important tourism centers for the halal tourism market due to its experience in mass tourism, its being a rising brand in the international tourism arena, its advanced tourism infrastructure, its easy and fast transportation, its high quality-low price policy, its natural, historical, and cultural heritage, and most importantly its being an Islamic destination. Antalya, which has a great popularity not only in Turkey but also all over the world according to the development of mass tourism, has become one of the destinations that attaches importance to the halal tourism market after the aircraft crisis with Russia. Due to its location, Antalya has a great advantage for this niche market. The fact that it is a 4-hour flight distance to more than 400 million Muslims living in Europe, Central Asia, North Africa, Russia and the Middle East makes Antalya's advantages in the MFT market concrete. If the MFT market can be added to the successes of Antalya in traditional tourism market, it will contribute to diversifying alternative tourism in our country, to attracting more tourists to our country and Antalya, and to increasing tourism revenues.

The present study, which aims to investigate the current halal tourism potential of Antalya and evaluate it using swot analysis, is one of the most comprehensive studies carried out in Antalya. In this context, it is believed that the research findings will be a road map for taking new strategic decisions for the development of halal tourism in Antalya in order to determine the halal tourism potential of Antalya, to use its existing potential in a sustainable way and to evaluate the results by means of swot analysis.

The swot analysis performed in the research enabled us to determine the strengths, weaknesses, opportunities, and potential threats of the city in halal tourism. The findings revealed that the strengths of Antalya in halal tourism include its socio-cultural-geographical proximity to Islamic countries, its advanced transportation infrastructure, its brand value, its being a

well-known and reliable destination, its location, its image, the high number of accommodation establishments, having direct flights, and having a developed tourism infrastructure. The weaknesses were determined as the low number of direct flights from Arab countries to Antalya in winter, lack of investors investing in halal tourism, insufficient education on halal tourism at universities and vocational schools, inadequate marketing, advertising and promotion activities for this type of tourism, lack of a common platform such as a website, insufficient state support and policies for halal tourism, low number of 5-star hotels with halal concept, lack of recognition of Antalya as a halal tourism destination, and lack of awareness, insufficient number of skilled personnel and experienced managers.

According to the results of the study, the main threats of Antalya in halal tourism include increased interest of non-Muslim countries in this field as well as Muslim destinations, insufficient number of halal concept hotels in the city, the likelihood of the Russian and German markets to be affected by Muslim tourists, social behaviour, sociological structure of the province, lack of awareness and knowledge of local people about halal tourism, higher prices in high quality halal tourism businesses compared to other businesses, the problems experienced in the economy, the volatility of the political agenda, absence or inadequacy of legal regulations regarding halal tourism, and political problems in neighbouring countries. The opportunities of Antalya regarding halal tourism were determined as the state's increasing interest in halal tourism and inclusion of halal tourism in the 2023 strategy, tourists' easy access to halal certified products, Turkey's being a Muslim country and Muslims' preference for Turkey for their vacation with the increasing Islamophobia in the West, having qualified and experienced employees and managers in the field of tourism, having long-term experience in tourism, tourists' easy access to halal certified products, population growth and increasing demand in Islamic countries, and Antalya's hosting international congresses and meetings.

The research findings are partially similar to the research conducted on a large sample by Alfanda and Suhartanti (2018), which aims to evaluate the halal tourism potential in the Aceh region of Indonesia via SWOT analysis. According to the results of the study, although Aceh is very successful in launching halal tourism as a tourism product, it needs more improvements and strategies to increase tourist attraction. It is expected that the study will help the Aceh government and tourism travel agencies to increase the halal tourism potential of Aceh and to determine strategies develop the halal tourism potential of the destination so that Aceh can gain the image of halal tourism destination. In addition, the research provides some suggestions for the development of halal tourism potential of Aceh. In the context of investigating the current halal tourism potential of Antalya province, the research findings support the study by Aksu, A. and Ehtiyar, R. (2018) to draw attention to the development of halal tourism in Antalya and to inform the society about the development of halal tourism. In their study, threats, opportunities, strengths, and weaknesses affecting the development of halal tourism in



Antalya were determined after reviewing the literature, and some suggestions were put forward in order to turn the weaknesses into strengths. In this study, threats, opportunities, strengths, and weaknesses affecting the development of halal tourism in Antalya were determined based on the answers given by the participants. In addition, some suggestions were made based on the opinions of the participants.

### **Assumptions and Limitations of the Study**

It is assumed that the academics of the tourism faculty and the managers of the halal concept hotels answered the questions in the data collection tools used in the research correctly and sincerely. Another assumption of the research is that the research sample adequately represents the population.

As in every study, some limitations emerged as it was difficult to reach the managers of the halal concept hotels located in Antalya due to their busy schedules at the time of this study. The research was kept limited to the managers working in 11 Islamic hotels located in Antalya and academics working at the faculty of tourism at Akdeniz University and Bilim University. In addition, the study was carried out in Antalya, revealing another limitation.

### **Suggestions**

Suggestions that can be put forward based on the findings obtained in this research, which aims to investigate the current halal tourism potential of Antalya and to evaluate it through swot analysis can be listed under three headings: suggestions for the public, suggestions for businesses, and suggestions for new researchers.

#### **Suggestions for the Public**

• First of all, halal tourism should be recognized by the Ministry of Culture and Tourism as a tourism practice, and the concept of halal tourism should be clearly defined.

• In order to cope with the lack of knowledge on halal tourism, the studies to be conducted by academics in this field should be supported by the Ministry of Culture and Tourism and Higher Education Council.

• Businesses operating in the field of halal tourism should be united by the Ministry of Culture and Tourism under one umbrella with the support of associations such as TÜROFED, TURAB, and TÜRSAB in Turkey in general and AKTOB in Antalya, and studies on the field should be carried out under the coordination of these institutions.

• In order to raise awareness about the MFT market and to inform local and foreign tourists, joint platforms such as the halal tourism website should be established under the leadership of the Ministry of Culture and Tourism, where information about other tourism stakeholders is provided.

• “Halal Tourism Strategic Plan” of Antalya should be prepared in order to benefit from the current halal tourism potential of Antalya at the maximum level and to get a larger share from the MFT market.

• In accordance with the “Halal Tourism Strategic Plan”, “Marketing, advertising and branding” works should be carried

out for people to perceive Antalya as a Muslim destination in the world.

• By preparing support programs exclusive to halal tourism, the state should increase the interest of investors in this niche market and raise the number of hotels with Islamic concept in Antalya, especially in the city.

• By amending the existing Coastal Law and related legislation, halal concept hotels located in Antalya should be provided with the opportunity to create the infrastructure that will ensure privacy on the beaches.

• The number of direct flights from Arab countries to Antalya should be increased during the winter months, considering the easy accessibility to a large market with a 400 million Muslim population at about 4-hour flight distance from Antalya.

• Muslims and Turkish expatriates in Turkic Republics, North African countries and European countries should be selected as target markets and touristic products and services that can meet their demands should be diversified in order for Antalya to get a larger share from the halal tourism market.

• Considering that halal tourism can be applied to many alternative tourism types available in Antalya (cultural tourism, congress tourism, mountain tourism, film tourism, cave tourism, health tourism, golf tourism, wedding tourism, religious tourism, etc.), halal tourism products and services should be increased.

• Considering the effect of film tourism on the image of the destination and the popularity of Turkish films in Arab and Turkish geographies, the number of films shot in Antalya (especially those describing the characters who lived in Turkey and are well-known in the Islamic and Turkish worlds and/or the historical events or wars that are important to the Islamic and Turkish world) should be increased.

• Political problems that Turkey experience with Islamic countries and that affect its position in the MFT market should be minimized, and state-level measures should be taken to end the problems in the economy as soon as possible.

• Programs that will bring Muslim tourists from both OIC and non-OIC countries to Antalya during the month of Ramadan should be prepared with the contribution of all tourism stakeholders.

In order for Antalya to become one of the preferred destinations in the MFT market, changing tourism trends in the market should be carefully monitored, the point where halal tourism can reach in the future should be determined, and quick steps towards becoming a leader in this market should be taken by determining the policies, strategies and roadmaps that cater to the changing customer demands and needs.

#### **Suggestions for Businesses**

• Managers of halal concept hotels should carry out advertising and promotional activities in order to promote this concept both at national and international level. At the same time, awareness programs should be prepared to make the local people aware of this concept.



- Fraud, which causes a decrease in customer satisfaction, should be avoided, and different touristic products and services should not be offered to guests under the name of halal products.

- Staff who will work in the enterprise should be chosen from people who respect the sensitivity of this concept and who can adapt to this concept. In order to improve the qualifications of the personnel in this field, they should be provided with trainings by the experts of the business within the enterprise at certain periods.

- Care should be taken to ensure that all expenditures and services offered to guests in the enterprise are carried out in accordance with Islamic principles.

### Suggestions for Researchers

- The study was conducted on a limited sample because hotel managers were not willing to answer the questionnaires. In the future, the sample can be expanded, that is the participation of the managers of halal concept hotels, the academics of the tourism faculties of the universities located in Antalya, and other stakeholders of tourism can be ensured, so more detailed information can be obtained on the halal tourism potential of Antalya, its current situation, opportunities and strengths that trigger its development, and threats and weaknesses that prevent its development.

- This study, which is limited to Antalya province, can be conducted in the other provinces of Turkey with high potential of halal tourism, and the results can be compared.

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