

Studying Halal Tourism and Hospitality (Opportunities and Challenges) in Egypt

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ARTICLE INFO

ABSTRACT

Keywords:

Halal tourism; Halal hospitality; Guests' experiences; satisfying experiences; long-term experience.

(JAAUTH)
Vol. 21, No. 2,
(December 2021),
PP.129-149.

Abstract: Halal tourism is a modern phenomenon of the growth of the halal industry. There are numerous terms showing the significance of the Islamic travel industry as Sharia Tourism, Halal Tourism, Halal Travel, or Moslem friendly destination (Abdullah, 2020). The study was made through guest questionnaire, which included a group of 17 hotels and the number of 15 tourism companies. The chosen of the hotels were due to variety of the locations. The study was conducted from September 2020 to March 2021. 140 questionnaire forms were received only 110 completed forms were valid (78.5 % response rate). The study results showed that there is a statistically significant difference between halal tourism and hospitality concerning guests' gender. Moreover, there are statistically significant relations between halal tourism and hospitality dimensions. Also, there is a statistically significant effect of the halal tourism and hospitality dimensions at guests' most influential factor to the guest behavioral intentions. Findings recommended that identify the characteristics of Halal tourism and hospitality as a modern concept in the field of tourism and hospitality. Adding a slogan and logo in a specific shape or drawing for the word halal so that it is placed in distinctive places in the hotel that the recipient of the service can easily see.

Introduction

The Islamic travel industry, specifically, offers another method for fostering the travel industry and cordiality industry while keeping up with the morals, culture and upsides of Islam. Islamic travel industry and accommodation isn't characterized as a visit to the mosque alone, however, the visit is firmly identified with nature, culture, or inventiveness that coordinates with Islamic qualities (Abdullah, 2020).

And there is the development of a great and fast in the field of tourism and hospitality requires improving the relationship between the host and tourist and this is the

payment of many countries, but Islamic to adopt a new concept, Muslim tourism and hospitality and is planned to provide tourist services in line with the Sharia, but Islamic and was also known for her international Ali Trade Center, it is an activity It is linked to travel to discover only peace, arts, heritage, values and experience the living style, but my peace in accordance with the doctrine but Islamic (selama,2019). Halal travel industry has huge possibilities to be created alongside ascent of Muslim buyer consciousness of keeping the upsides of the Sharia even in the travel industry and friendliness exercises. It happens on the grounds that the lessons of Islam set venerating God as well as coordinating the connection between people (Junaidi, 2020)

The Halal assembling has gotten one of the significant managing fragments because of the expanding Muslim populace, fast digitalization, appeal of Halal items and a coordinated worldwide economy. So tourism makers are investing the generous potential to develop the Halal industry all over the world (Ashfaq, 2018).

The most important determinant of the success of Halal tourism in Egypt is the focus on gathering the various needs of the Muslim tourist, in addition to the characteristics of the Egyptian people.

The halal or Muslims' movement fragment is perceived as a compelling business power and is one of the quickest developing portions in the global travel industry manufacturing (Mannaa, 2019). So the word Halal implies legal as indicated by the standards, customs and traditions of peoples, and at the same time, the Halal industry is as yet confronting many challenges, the most important of which is mindfulness among consumers, especially among non-Muslim consumers about definition Muslim. This paper aims to recognize the characteristics of halal tourism and hospitality as a modern concept in the field of tourism and hospitality.

Different concepts and Egypt's location on the world Halal tourism and hospitality map: The Halal idea likewise embraces maintainable augmentation which is an overall concern installed in each circle of human existence including monetary, ecological, and just as friendly perspectives. Essentially, the travel industry is one of the primary spaces of numerous economies where supportability is a rising concern. Feasible the travel industry and accommodation has been characterized by various associations like WTO and numerous investigations as well (Eazam et al., 2019).

The importance of the study lies in identifying the components of the Halal tourism and hospitality pattern in Egypt and the criteria for the optimal application of this pattern in Egypt and what are the international Muslim and non-Muslim experiences that are pioneering the application of the concept of Halal tourism and hospitality and how to benefit from their experiences, and to adopt a positive global perception of Halal tourism and hospitality by all consumers around the world.

But there are many questions: Is halal tourism and hospitality really halal? Is it halal or Islamic tourism and hospitality? (Elgohry, 2016) and is it only for Islamic countries, or does it include non-Muslim countries, and what are the effects of non-compliance with halal principles on hotels and different tourism and hospitality facilities; How to apply the application of halal tourism and hospitality in Egypt.

Research Objectives

The objectives of this study are:

- Identifying the components of the Halal tourism and hospitality pattern in Egypt and the criteria for the optimal application in Egypt.
- Determinant of the success of Halal tourism in Egypt is the focus on gathering the various needs of the Muslim tourist, in addition to the characteristics of the Egyptian people.
- Find out the factors that influence the behavioral intentions of tourists of this pattern.

Limitation of the study

The research focuses on international tourists. Moreover, the study closely focuses on studying Opportunities and Challenges for Halal Tourism in Egypt. This study continued during the period from September 2020 to March 2021.

Halal Tourism and hospitality: This day, halal is the way of life of worldwide purchasers. Halal isn't just for food items yet additionally for non-food items, for example, beautifiers, drugs, cowhide artworks, and aromas. It is incorporated administrations like banking, amusement, the travel industry and accommodation (Junaidi *et al.*, 2019). Even Halal Honeymoon is a new creation for Halal Tourism (Gök & Çelik, 2017).

The study of religion has paying attention great interest from researchers as it is a effect of the people's desire to know more about religion, religiosity, and religion that differs from religiosity, so the latter is portrayed as the continuation of commitment that represents the faith, which is one of the foundations of the halal arena industry, and the components of halal tourism and hospitality are the increasing growth of the population Muslims in the world where it is estimated that the percentage of Muslims will reach 30% of the total world population, meaning one child will be a Muslim out of three births in the world, The current Muslim populace is roughly 1.8 billion (24% of the total populace) and is assessed to increment to 2.2 billion (26%) in 2030 and 2.6 billion (30%) in 2050 individually (Ashfaq,2018) and this means an enlarge in their needs and requirements in accordance with Islamic Sharia, The second and third generation of Muslims in Europe and America, which makes halal travel one of the increasing consumer elements in the coming time, especially since Muslims are the youngest, where the younger groups are the most numerous and the most informed and influential in planning family trips in line with Islamic law, depending on the tremendous development in information technology. Travel planning is made easy with smartphone apps and Muslim-friendly services and facilities (Elgohry, 2016).

The information of Muslim travellers conduct with regards to Halal travel industry and neighbourliness are relevant to industry players, advertisers, and policymakers the same in creating Halal the travel industry framework and offices, Halal travel bundles and Halal travel exercises. It will likewise help them plan explicit directives for advertising correspondence to grab the eye of Muslim sightseers (Battour, 2018).

A number of hotels and tourist attractions have been provided that are devoid of any matters that are inconsistent with the customs and traditions of the Arab and Islamic

peoples, such as alcohol and others, which many halal travel tourists adhere to, in addition to the Islamic cultural and historical heritage enjoyed by Egypt, which also falls under the heading of halal tourism and hospitality (e.g. hakima, 2020; Elgohry, 2016).

Nevertheless, halal tourism and hospitality are still little mentioned in the references and sources, it is sad to find little information about this tourism and hospitality pattern in many developed and developing economies, although halal tourism and hospitality is deeply rooted in Islamic law and there are many Muslims requesting to travel either for a purpose directly related to the dogma and Islamic law. Such as Hajj and Umrah and visiting holy places, which is known as religious tourism and hospitality or the demand for transportation services, food, beverages, accommodation and all elements of the trip that are compatible with the principles of Islamic law and the customs and traditions of the people, which is the true meaning of halal tourism and hospitality. (hakima, 2020).

Food and the travel industry have a comparing relationship with food is an essential asset for the travel industry and neighbourliness. As such, food impacts sightseers in picking their objections. Current examinations started that food experience can be one of the basic factors that can change the degree of travellers fulfillment towards the objective (Hanafiah, 2020).

The idea of halal isn't restricted to Muslim purchasers just, albeit the fundamental objective is Muslims, so the word halal means admissible or lawful as per the principles, customs and customs of people groups, and simultaneously the halal business is as yet confronting numerous difficulties, the most significant of which is mindfulness among shoppers, particularly among non-Muslim buyers about definition Muslim who is outside of religion and has power on each man on the planet, especially the lives of all consumers of non - Muslims have a perception of typical that halal products and Islamic custom only for Muslims and this is not true can take benefit of these compatible services with the cultural heritage of the peoples and Islamic law, whether tourist Muslim Or a non-Muslim(selama,2019), So Halal tourism and hospitality is another result of Muslim and non-Muslim business sectors (Aliffia,2021).

The main supplies for tourism and hospitality Muslim are the hotels are committed not to supply alcohol food and providing Muslim Usage of data prayer and the Koran and compass direction and facilities and means of entertainment is different of compatible values, customs and traditions of the Islamic and isolation were between women and men, (Hakima, 2020) programs with what it contains Islamic topics, visiting mosques and introducing the authenticity of Islam, Islamic antiquities, and the cultural and social heritage of the host community, The significance of the accessibility of halal food in objective choice, travel experience fulfilment and maintenance among Muslim voyagers (Mannaa, 2019).

The concept of halal tourism and hospitality also includes financing and financial resources for hotels, travel companies and agencies that are consistent with the concept of halal, where profit and loss are shared and avoiding interest among all

participants in the tourism and hospitality project in accordance with the Islamic economy and its principles.

A promising Halal plan of action could be created dependent on the common connection between Halal the travel industry and friendliness and Halal business venture in the Halal Travel market. In this manner, numerous chances in Halal the travel industry could be abused by Halal businesspeople as new Halal endeavours (Battour,2020)

It is feasible to profit with the non-Muslim buyer market by explaining the worldwide idea of halal the travel industry and accommodation by developing consciousness of this matter among Muslim and non-Muslim buyers and the protection of the host community from the social, cultural and economic negatives of traditional tourism and hospitality by rooting the Islamic cultural heritage of the community through the manufacture and marketing of halal and making Society is more sustainable as a tourist attraction with its Islamic customs, traditions and values. The concept of halal adopts sustainable growth, including economic, cultural, social and environmental aspects. Halal tourism and hospitality are often described as Muslim-friendly, environment and society tourism and hospitality at the same time, which opens exciting opportunities to promote economic growth and therefore it is important to eliminate consumer misunderstanding. Non-Muslim about the concept of halal and adopting a positive global perception of halal tourism and hospitality by all consumers around the world (khadega, 2018) Halal Tourism and hospitality is achieving Muslim tourists' satisfaction and loyalty (Battour, 2019).

Some questions remain, the most important of which are what are the effects of non-compliance with halal principles by hotels and tourist establishments, do we have the luxury of choosing between traditional tourism and hospitality and halal tourism and hospitality from an economic perspective before the legal perspective, and what are the international Muslim and non-Muslim experiences leading in the application of the concept of halal tourism and hospitality and how to benefit from their experiences And her experiences. It is very important to make a critical evaluation of the concept of a "halal food certificate" (Şencal, 2021).

Models for other countries in Halal tourism: Turkey has started in five years, only the finest in the employ of halal tourism and hospitality concepts and hotels in accordance with the law, but Islamic with up the only household in which 30 thousand beds offering hospitality services Muslim (Hakima, 2020).

Southeast Asia is moving towards being the world's first monetary development; Muslims customers have given off an impression of being fundamental to the travel industry and cordiality fragment (Hanafiah, 2020).

Also in Indonesia, The halal business is extremely grown recently. The halal way of life that is right now moving in Indonesia comprises of the Islamic monetary area, halal food, halal travel, halal attire, halal amusement, and halal media, halal medications, halal clinical consideration (medical clinic) and halal makeup (Al Umar,2020) Halal is an instrument in conducting diplomacy according to the direction of Indonesia's foreign policy in 2019-2024. Indonesia also has a law on

guaranteeing halal products in an attempt to provide guarantees for Muslim tourists that what they consume is halal. (Subarkah, 2020) In addition, it also carries out promotions through international events, media, and invites various elements from abroad through familiarization trips such as ambassadors, journalists, influencers, and pass-through agents to visit and enjoy halal tourism and hospitality in the hope of having a force on Muslim tourist visits to Indonesia (Prayogo & Aprinawati, 2020).

GMTI (Global Moslem Travel Index) is one of the halal travel industry and accommodation ordering locales all through the world. Indonesia's situation in the GMTI discharge kept on expanding. In 2014, Indonesia was the sixth, fourth in 2015, third in 2016 and runner up in 2017. GMTI discharge at [www. Bow rating. Com](http://www.Bowrating.com) is attainable to be utilized as one of the investigations of its force on the halal travel industry and friendliness in Lombok, West Nusa Tenggara (NTB). Lombok is deserving of being concentrated as it won 2 classifications from 3 classifications acquired by Indonesia (Haris et al., 2019).

It is estimated by 2026 that the Halal travel sector's proportion to the global economy is made up of 35% representing around US\$ 300 Billion and 10% of tourists worldwide. While different studies recommend that countries such as Malaysia, Indonesia, Morocco, Tunisia, and United Arab Emirates amongst others are portrayed as the top Halal tourist destinations, no research has been conducted on the potential of Mauritius for Halal tourism and hospitality (Beebeejaun, 2020).

More current objections are relied upon to turn out to be more Muslim-accommodating like South Africa, France, Spain, Australia, Maldives, and Korea (Battour, 2018).

Also, it considered to uniform ninth worldwide in tourism and hospitality and afford them with a third tourism and hospitality largest source of income has been the destination ranked only globally Crown tourism and hospitality for Muslims in seven years due to its from 2017: 2011 followed by Turkey (Master card Crescent Rating, global Muslim travel index2015:2017) and then only Marat Saudi Arabia is then Qatar and Indonesia and the Sultanate of Oman ranked seventh Egypt is ranked fifteenth (khadga,2018)

Hypotheses of the research:

- 1- There are statistically significant differences between the halal tourism and hospitality dimensions (such as "Guests' latest personal experiences "GLPE" - Guest' satisfying experiences "GSE" - Guests' long-term experience "GLTE"- Behavioral intentions "BI") concerning guests' gender.
- 2- There are statistically significant relations between the halal tourism and hospitality dimensions (Guest latest personal experiences "GLPE", guest satisfying experiences "GSE", guest long-term experience "GLTE", and behavioral intentions "BI").
- 3- There is a statistically significant effect of the halal tourism and hospitality dimensions (Guest Latest Personal Experiences "GLPE", guest satisfying experiences "GSE", guest long-term experience "GLTE") at guests' most influential factor to the guest behavioral intentions "BI".

Conceptual framework:

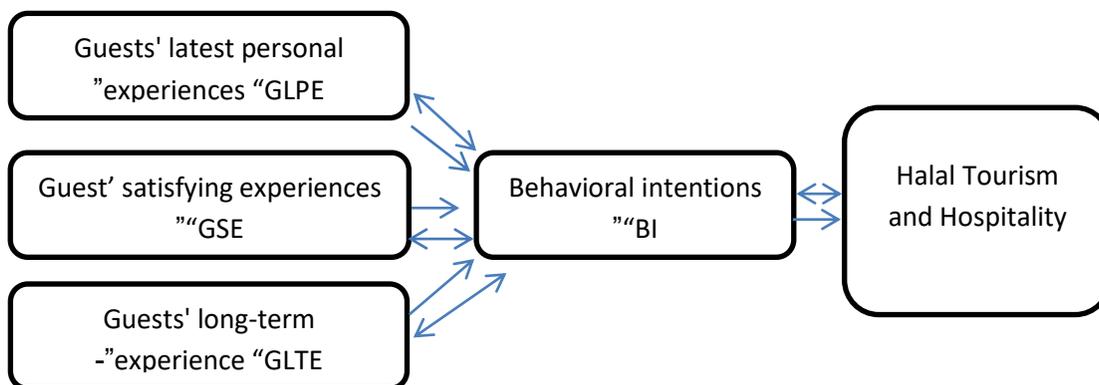


Fig.1. Conceptual framework

Materials and Methodology

Pilot study was conducted in this study during August 2020. The aim of the pilot study was to evaluate Halal tourism and hospitality (opportunities and challenges) in Egypt. The study was made through guest questionnaire, which included a group of 17 hotels and the number of 15 tourism companies. The chosen of the hotels were due to variety of the locations. The hotels samples are as follows in table (1).

Table 1

The Sample Population

No.	Hotel name	Hotel category	Location
1.	Citadel Azur Resort Sahl Hasheesh.	5	Hurghada
2.	Hilton Hurghada Long Beach Resort.	5	
3.	Holiday Village Red Sea.	5	
4.	Magic Life Resort.	5	
5.	Royal Grand Azur.	5	
6.	Sindbad Club.	5	
7.	SUNRISE Grand Select Crystal Bay Resort.	5	
8.	SteigenbergerAlDau Beach Hotel	5	
9.	Moevenpick.	5	Sharm El Sheikh
10.	Maritime jolie Ville.	5	
11.	Marriot Renaissance.	5	
12.	Coral Sea Imperial (Sensatori).	5	
13.	Pyramisa Sharm El Sheikh.	5	
14.	Radisson Blu Resort	5	
15.	SAVOY Sharm El Sheikh Hotel.	5	
16.	Sheraton Sharm El Sheikh, Resort, Villas.	5	
17.	Stella di Mare.	5	

Questionnaires provide an efficient way of collecting a large amount of data from a sizable population of tourists in Egypt in a highly economical way. The questionnaire consists of five parts: The first part discuss General Information such as "Gender, Age, nationality, Education Level, The most influential factor to choose Egypt as a

destination to practice Halal Tourism, frequently Number of traveling to Egypt after the first visit, How did the guest **first** hear about the Halal Tourism and hospitality in Egypt, How did the guest make his bookings. The Second part regarding rank Latest personal experiences on the guest visiting to Egypt, the third part: rank the guest satisfying experiences on his visiting, the fourth part: according to the guest long-term experience. The fifth part is regarding **behavioral intentions**. The references on which the study depended in constructing the form were (Hanafiah, 2020; Hakima, 2020; Aliffia, 2021).

Moreover, to ensure that the survey was well designed and easily understood by respondents, Questionnaire was reviewed by some academic scholars to establish their appropriateness, clarity the understanding. To ensure the validity and reliability of the research, for this purpose, a questionnaire was distributed to a sample of guests. A number of 30 forms were distributed to respondents.

The study was conducted from September 2020 to march 2021. 140 questionnaire forms were received only 110 completed forms were valid (78.5 % response rate). The collected data were analysed using SPSS version 20 Statistical tests: Descriptive statistics (means, Frequencies, standard deviation, percentages, and ranks); Mann-Whitney test; Kruska-wallis test and Multible Linear regression.

Validity of the research

Factor analysis was applied with 1.5 as the Eigen value to enhance the power of the factors. Then, four factors were extracted when the rotation assembled in there resumptions. The four factors were latest personal experiences on the guest visiting to Egypt, the guest satisfying experiences on his visiting, the guest long-term experience, and behavioral intentions. The 24 items in the survey, the items (1-6) in part 2 were categorized as Latest personal experiences on the guest visiting to Egypt, the items (1-10) in part 3 were categorized as the guest satisfying experiences on his visiting, the items (1-6) in part 4 were categorized as the guest long-term experience, and the items (1-4) in part 5 were categorized as behavioral intentions (Hair *et al.*, 2009).

The KMO test was 0.84 referring a meritorious level based on Kaiser and Rice (1974) and the Bartlett's test for sphericity was significant ($\chi^2 = 45.692$, $p = 0.000$). The previous four factors explain 86.44% of the total variance of the main viable of the research (Kaiser and Rice, 1974).

Reliability of the research Cronbach's Alpha

Table 2

Reliability of the research

The Axis	No. of statements	Cronbach's Alpha
Latest personal experiences on the guest visiting to Egypt	6	.858
The guest satisfying experiences on his visiting,	6	.815
The guest long-term experience	10	.877
Behavioral intentions	4	.833

Cronbach's α values of all variables of the research exceeded 0.70, suggesting suitable measurement reliability. Cronbach's α value more than 0.7 is good for reliability (Hair *et al.*, 2010), as shown in table (2).

Moreover, in accordance to assuring the Reliability of the research the Kendall's tau_b test was significant (Correlation Coefficient from .408** to .567**, $p = 0.000$). Spearman's rho test was significant (Correlation Coefficient from .408** to .567**, $p = 0.000$) which suggesting suitable measurement reliability and good for reliability), as shown in table (3).

Table 3

Reliability of the research

		Correlations				
			p2	p3	p4	p5
Kendall's tau_b	p2: Latest personal experiences on the guest visiting to Egypt" GLPE"	Correlation Coefficient	1.000			
		Sig. (1-tailed)	.			
	p3: the guest satisfying experiences on his visiting "GSE".	Correlation Coefficient	.542**	1.000		
		Sig. (1-tailed)	.000	.		
	p4: the guest long-term experience GLTE".	Correlation Coefficient	.569**	.651**	1.000	
		Sig. (1-tailed)	.000	.000	.	
	p5: behavioral intentions" BI".	Correlation Coefficient	.408**	.511**	.567**	1.000
		Sig. (1-tailed)	.000	.000	.000	.
Spearman's rho	p2: Latest personal experiences on the guest visiting to Egypt.	Correlation Coefficient	1.000			
		Sig. (1-tailed)	.			
	p3: the guest satisfying experiences on his visiting.	Correlation Coefficient	.680**	1.000		
		Sig. (1-tailed)	.000	.		
	p4: the guest long-term experience.	Correlation Coefficient	.705**	.794**	1.000	
		Sig. (1-tailed)	.000	.000	.	
	p5: behavioral intentions.	Correlation Coefficient	.524**	.656**	.708**	1.000
		Sig. (1-tailed)	.000	.000	.000	.
**. Correlation is significant at the 0.01 level (1-tailed).						

Descriptive statistics

The Sample characteristics

Table 4

The sample characteristics

Variable	Sample	No.	Percentage (%)
Gender	Male	58	52.7
	Female	52	47.3
	Total	110	100.0
Age	Less than 25 Years	93	84.5
	Between 26-35 Years	8	7.3
	Between 36-45 Years	7	6.4
	Between 46-55 Years	2	1.8
	Total	110	100.0
Nationality	Egyptian	17	15.5
	Arabs	12	10.9
	Foreigners	81	73.6
	Total	110	100.0
Education Level	High School or Less than Bachelor	45	40.9
	Bachelor or Diploma degree	52	47.3
	Master	6	5.5
	PhD	7	6.4
	Total	110	100.0

The distribution of the respondents according to demographic data (n = 110) indicated that regarding the gender most of the respondents were men by percentage of 52.7%; the percentage of respondents was 84.5% at the age of Less than 25 Years. Regarding the Nationality most of the respondents were Foreigners by great percentage of 73.6 %; Bachelor or Diploma degree has a percentage of 47.3% of all respondents as shown in table (4). This indicates that most of the respondents are well educated.

Table 5

The sample general information

Variable	Sample	No.	Percentage (%)	Mean		Std. Deviation
				Statistic	Std. Error	
The most influential factor to choose Egypt as a destination to practice Halal Tourism	Family & Friends	26	23.6	2.7545	.12992	1.36258
	Personal experiences	22	20.0			
	Internet	33	30.0			
	General atmosphere	11	10.0			
	Others	18	16.4			
	Total	110	100.0			

Continued

The guest frequently Number of traveling to Egypt after first visit	Never	27	24.5	2.6000	.10898	1.14299
	Less Than 2 Times	21	19.1			
	Between 2 and 5 Times	31	28.2			
	More Than 5 Times	31	28.2			
	Total	110	100.0			
How did the guest FIRST hear about the Halal Tourism and hospitality in Egypt	Newspapers	16	14.5	3.1455	.11896	1.24765
	Friends recommendation	24	21.8			
	E-mail	4	3.6			
	Google/ Websites	60	54.5			
	TV and Outdoor Advertisements	6	5.5			
	Total	110	100.0			

The previous table showed that regarding the most influential factor to choose Egypt as a destination to practice Halal Tourism “Internet” comes at first rank by percentage 30.0 %, followed by “Family & Friends” at second rank by percentage 23.6 %, followed by “Personal experiences” at third rank by percentage 20.0 %. The overall (M= 2.75, SD= 1.36).

Concerning The guest frequently Number of traveling to Egypt after first visit results showed that both “Between 2 and 5 Times” and “More Than 5 Times” comes at first rank by percentage 28.2 %, followed by “Never” at second rank by percentage 24.5%, followed by “Less Than 2 Times” at third rank by percentage 19.1%. The overall (M= 2.60, SD= 1.14).

Concerning how did the guest FIRST hear about the Halal Tourism and hospitality in Egypt “Google/ Websites” comes at first rank by percentage 54.5%, followed by “Friends recommendation” at second rank by percentage 21.8 %. The overall (M= 3.14, SD= 1.24), as shown in table (5).

PART TWO: guests' latest personal experiences on his visiting to Egypt “GLPE”

Table 6

Statistics for guests' latest personal experiences on his visiting to Egypt

Statements	Mean	Std. Error	Std.	Rank
1. Value for price	3.0818	.13052	1.36893	6
2. Cleanliness	3.2364	.13479	1.41374	4
3. Hospitality	3.3273	.14154	1.48453	3
4. Punctuality	3.2273	.13525	1.41848	5
5. Quality of Service	3.4091	.13747	1.44181	1
6. Customers service	3.3364	.14282	1.49787	2
Overall mean	3.2697	.12470	1.30786	

The previous table referred that regarding the guest Latest personal experiences on his visiting to Egypt “Quality of service is a part of the value of the Halal tourism and hospitality industry services” comes at first rank ($M= 3.40$, $SD= 1.441$), followed by “Customers service” ($M= 3.33$, $SD= 1.497$), on the third position were “Hospitality” ($M= 3.32$, $SD= 1.484$). On the other hand, “Value for price” is ranked last variable ($M= 1.96$, $SD= 1.17$). The overall mean (2.89) reflects the low level of the experiment of guests' latest personal experiences on his visiting to Egypt. The overall mean (3.26) reflects the low level of the guest Latest personal experiences on his visiting to Egypt of the halal tourism and hospitality industry services.

PART THREE: guest’ satisfying experiences on his visiting “GSE”:

Table 7

Statistics for guest’ satisfying experiences on his visiting

Statements	Mean	Std. Error	Std.	Rank
1. I feel warmly welcome when dealing with Egyptians	3.3455	.13695	1.43633	2*
2. Booking experience and price suitable for me	3.3000	.11946	1.25289	4
3. Service quality in Sales offices is very high	3.3182	.12975	1.36087	3
4. Employees presenting timely and accurate services	3.3818	.12521	1.31318	1
5. There are high quality marketing and advertising efforts and campaigns	3.3455	.13387	1.40403	2*
6. I am satisfied with the technological application used	3.1818	.13495	1.41539	5
Overall mean	3.3121	.10913	1.14453	

The previous table showed that “Employees presenting timely and accurate services” comes at first rank ($M= 3.38$, $SD= 1.31$), followed by “There are high quality marketing and advertising efforts and campaigns” ($M= 3.34$, $SD= 1.40$). and with the same mean” I feel warmly welcome when dealing with Egyptians”. ($M= 3.34$, $SD= 1.43$).

On the other hand, “I am satisfied with the technological application used” is ranked last variable ($M= 3.18$, $SD= 1.41$). Moreover, the overall mean (3.31) reflects the low level of guest’ satisfying experiences regarding his visiting of the halal tourism and hospitality industry services.

PART FOUR: according to guests' long-term experience rank “GLTE”:

Table 8

Statistics for guests' long-term experience rank of the evaluate Halal tourism and hospitality services in Egypt

Statements	Mean	Std. Error	Std.	Rank
1. I feel high appreciations when dealing with employees	3.5909	.13190	1.38336	1
2. Employees has high experience in presenting services	3.5273	.12502	1.31127	4
3. I feel empathy and compassion with employees	3.4091	.13126	1.37671	8
4. Employees has a patient experience in dealing with me	3.5182	.12962	1.35952	5
5. Employees has attentiveness and clear communication skills	3.5000	.12167	1.27610	6
6. Employees has enough knowledge and ability to use positive language	3.4636	.13710	1.43787	7
7. Employees has time management and persuasion skills	3.5636	.12885	1.35137	2
8. Employees has ability to read customers and a calming presence	3.3909	.13428	1.40833	10
9. Dealing with employees increase confident and customer loyalty	3.5545	.13081	1.37198	3
10. Employees appreciate customer complaints and take care about problem solving	3.4000	.13310	1.39593	9
Overall mean	3.4918	.11851	1.24297	

The previous table showed that “I feel high appreciations when dealing with employees” comes at first rank (M= 3.59, SD= 0.5), followed by “Employees has time management and persuasion skills” (M= 3.36, SD= 1.35). On the other hand, “Employees has ability to read customers and a calming presence” (M= 3.35, SD= 1.40) and “Employees appreciate customer complaints and take care about problem solving” (M= 3.40, SD= 1.39) are ranked last variables respectively. The overall mean (3.49) reflects the low level of guests' long-term experience rank of the Halal tourism and hospitality services in Egypt.

PART five: Please behavioral intentions “BI”:

Table 9

Statistics for behavioral intentions

Statements	Mean	Std. Error	Std.	Rank
1. I prefer to purchase from Egyptian travel agents at the long term	3.2697	.12470	1.30786	4
2. I will generate and promote positive content about my experience on social media	3.3121	.10913	1.14453	3

Continued

3. I will recommend visiting Egypt to my friends and relatives	3.4918	.11851	1.24297	2
4. I will keep participate in the Egyptian customers surveys with my reviews and positive ensure good reputation	3.5136	.10839	1.13677	1
Overall mean	3.5136	.10839	1.13677	

The previous table indicated that " I will keep participate in the Egyptian customers surveys with my reviews and positive ensure good reputation " comes at first rank (M= 3.51, SD= 1.13), followed by "I will recommend visiting Egypt to my friends and relatives" (M= 3.49, SD= 1.34). On the other hand, "I prefer to purchase from Egyptian travel agents at the long term" is ranked last variable (M= 3.26, SD= 1.30). The overall mean (3.51) reflects the low level of guests' behavioral intentions of the Halal tourism and hospitality services in Egypt.

Test of hypotheses: To test the **first** hypothesis of the research there is a statistically significant difference between the halal tourism and hospitality dimensions concerning guests' gender, Mann-Whitney Test was used.

The results showed as follow:

Table 10

Statistical significant differences between the halal tourism and hospitality dimensions concerning guests' gender.

	Ranks				Test Statistics ^a			
	Gender1	N	Mean Rank	Sum of Ranks	Mann-Whitney Test	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
p2: Guests' latest personal experiences "GLPE"	Male	58	46.83	2716.00	1005.00	2716.00	-3.019-	.003
	Female	52	65.17	3389.00				
p3: Guest' satisfying experiences "GSE"	Male	58	46.81	2715.00	1004.00	2715.00	-3.023-	.003
	Female	52	65.19	3390.00				
p4: Guests' long-term experience" GLTE"	Male	58	46.32	2686.50	975.50	2686.50	-3.191-	.001
	Female	52	65.74	3418.50				
p5: Behavioral intentions" BI"	Male	58	50.06	2903.50	1192.50	2903.50	-1.897-	.058
	Female	52	61.57	3201.50				

a. Grouping Variable: Gender1

From the previous table it showed that: Regarding p2: Guests' latest personal experiences "GLPE" on his visiting to Egypt showed that: sig. value is (0.003) that means that there are significant differences between the gender categories with regard to Guests' latest personal experiences on his visiting to Egypt of the Halal

tourism and hospitality services. The findings of Mann-Whitney tests indicated that there are statistical significant differences between pair of gender categories; this result indicated that the Female guests are the more guests' confidence with Sum of Ranks is "3389.00". This finding confirms that the effect of "GLPE" is not equal regardless of gender of the guests. This result referred that the second hypothesis of the research was accepted.

Regarding p3: Guest' satisfying experiences "GSE" on his visiting showed that: sig. value is (0.003) that means that there are significant differences between the gender categories with regard to "GSE" on his visiting of the Halal tourism and hospitality services.

The findings of Mann-Whitney tests indicated that there are statistical significant differences between pair of gender categories; this result indicated that the Female guests are the more guests' confidence with Sum of Ranks is "3390.00". This finding confirms that the effect of Guest' satisfying experiences "GSE" is not equal regardless of gender of the guests. This result referred that the **second** hypothesis of the research was accepted.

Regarding p4: Guests' long-term experience "GLTE" rank showed that: sig. value is (0.001) that means that there are no significant differences between the gender categories with regard to "GLTE" of the Halal tourism and hospitality services. The findings of Mann-Whitney tests indicated that there are statistical significant differences between pair of gender categories; this result indicated that the Female guests are the more guests' confidence with Sum of Ranks is "3418.50". This finding confirms that the effect of Guests' long-term experience "GLTE" is not equal regardless of gender of the guests. This result referred that the second hypothesis of the research was accepted.

on the other side: Regarding p5: Behavioral intentions "BI" showed that: sig. value is (0.058) that means that there are no significant differences between the gender categories with regard to "BI" of the Halal tourism and hospitality services. The findings of Mann-Whitney tests indicated that there are no statistical significant differences between pair of gender categories.

Moreover, the Wilcoxon signed-rank test is a non-parametric statistical hypothesis test used to compare two related samples, matched samples, or repeated measurements on a single sample to assess whether their population mean ranks differ (i.e., it is a paired difference test). It can be used as an alternative to the paired guest's t-test (also known as "t-test for matched pairs" or "t-test for dependent samples") when the distribution of the difference between two samples' means cannot be assumed to be normally distributed. A Wilcoxon signed-rank test is a nonparametric test that can be used to determine whether two dependent samples were selected from populations having the same distribution (Derrick and White, 2017).

To test the **second** hypothesis of the research, Pearson Correlation was used. The results showed as follow:

Regarding the research hypothesis test H3, there are statistically significant relationships between the halal tourism and hospitality dimensions (Guest latest personal experiences “GLPE”, guest satisfying experiences “GSE”, guest long-term experience “GLTE”, and behavioral intentions “BI”). As shown in Table 10. Results showed that there is a significant correlation between the guests’ most influential factor to choose Egypt as a destination to practice halal tourism. With (r) values ranging from (0.583**) to (0.812**) ($p < .01$) **. Correlation is significant at the 0.01 level (1-tailed).

Table 11

Correlations between the factors affect the halal tourism and hospitality

Correlations					
		“GLPE”	“GSE”	“GLTE”	“BI”
Guest latest personal experiences “GLPE”	Pearson Correlation	1			
	Sig. (1-tailed)				
Guest satisfying experiences “GSE”	Pearson Correlation	.686**	1		
	Sig. (1-tailed)	.000			
Guest long-term experience “GLTE”	Pearson Correlation	.724**	.812*	1	
	Sig. (1-tailed)	.000	.000		
Behavioral intentions “BI”	Pearson Correlation	.583**	.723*	.785**	1
	Sig. (1-tailed)	.000	.000	.000	

** . Correlation is significant at the 0.01 level (1-tailed).

To test the **third** hypothesis of the research, multiple regression coefficients were used to determine the influence of: “GLPE”, “GSE” and” GLTE on **Behavioral intentions “BI”**. The results showed as follow:

Table 12

Multiple regression coefficients for influence of p2, p3, and p4 on p5 guests’ intention

Model	R	R ²	Beta	T	ANOVA Sig.
(Constant)	.799 ^a	.838	.838	3.958	0.000
p2: “GLPE”			-0.021-	-0.245-	
p3: “GSE”			0.257	2.488	
p4:” GLTE”			0.592	5.439	

From tables (11), it showed that (R) value (0. 799) referred that there is a median degree of correlation between p2: p2: Guests' latest personal experiences “GLPE” , p3: Guest’ satisfying experiences “GSE”, and p4: p4: Guests' long-term experience” GLTE”, as well as the coefficient of determination (R²) is (0. 838), suggesting that 83.8% of the variation of intended p5: Behavioral intentions” BI” was explained by independent variables. ANOVA Sig. (0.000) indicated that “GLPE”, GSE, and GLTE have a significant influence on behavioral intention “BI”. This result referred

that the third hypothesis of the research was accepted. The following equation can be inferred to predict the guests' behavioral intention from independent variables (p2: Guests' latest personal experiences on his visiting to Egypt, p3: Guest' satisfying experiences on his visiting, and p4: Guests' long-term experience rank) as follow:

Equation 1

There is statistically significant effect of the halal tourism and hospitality dimensions (Guest Latest Personal Experiences "GLPE", guest satisfying experiences "GSE", guest long-term experience "GLTE") at guests' most influential factor to the guest behavioral intentions "BI".

The influences of p2: Guests' latest personal experiences "GLPE", p3: Guest' satisfying experiences "GSE", and p4: Guests' long-term experience" GLTE" on the p5: Behavioral intentions "BI"

$$BI = 0.838 \quad GLE + 0.021 \quad GSE + 0.257 \quad GLTE + 0.592$$

Source: researchers design

The study model

From the results of table (12) it can be suggested the following model:

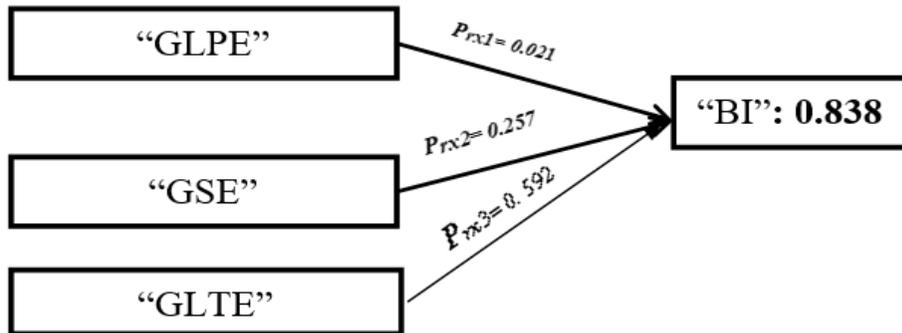


Fig.2. The study model
Source: researchers design

Conclusion

This result referred that the first hypothesis of the research there is a statistically significant difference between the halal tourism and hospitality dimensions concerning guests' gender was accepted on most of the study variables. There are significant differences between the age categories with regard to how do the guest make his bookings of the halal tourism and hospitality services. On the other hand, There are no statistically significant differences between age categories with regard to guests' confidence in the part regarding the study axis such as "Guests' latest personal experiences on his visiting to Egypt - Guest' satisfying experiences on his visiting- Guests' long-term experience rank- Behavioral intentions- The most influential factor to choose Egypt as a destination to practice Halal Tourism- The guest frequently Number of traveling to Egypt after first visit- How did the guest FIRST hear about the Halal Tourism in Egypt".

Result indicated that the female guests are the more guests' confidence with Sum of Ranks is "3389.00". This finding confirms that the effect of "GLPE" is not equal regardless of gender of the guests. This result referred that the second hypothesis of the research was accepted. Female guests are the more guests' confidence. This finding confirms that the effect of Guest' satisfying experiences "GSE" is not equal regardless of gender of the guests. Female guests are the more guests' confidence. This finding confirms that the effect of Guests' long-term experience "GLTE" is not equal regardless of gender of the guests. These results referred that the second hypothesis of the research was accepted.

On the other side, Behavioral intentions "BI" showed that: sig. value is (0.058) that means that there are no significant differences between the gender categories with regard to "BI" of the Halal tourism and hospitality services. The findings of Mann-Whitney tests indicated that there are no statistical significant differences between pair of gender categories.

There are statistically significant relationships between the halal tourism and hospitality dimensions (Guest latest personal experiences "GLPE", guest satisfying experiences "GSE", guest long-term experience "GLTE", and behavioral intentions "BI"). Results showed that there is a significant correlation between the guests' most influential factor to choose Egypt as a destination to practice halal tourism. With (r) values ranging from (0.583**) to (0.812**) ($p < .01$) **. Correlation is significant at the 0.01 level (1-tailed).

GLPE, GSE, and GLTE have a significant influence on behavioral intention "BI". This result referred that the third hypothesis of the research was accepted.

Recommendations concerning Identify the characteristics of halal tourism and hospitality as a modern concept in the field of tourism and hospitality:

1. Identify the characteristics of halal tourism and hospitality as a modern concept in the field of tourism and hospitality.
2. Adding a slogan and logo in a specific shape or drawing for the word halal so that it is placed in distinctive places in the hotel that the recipient of the service can easily see.
3. Raising awareness towards the Halal tourism and hospitality in Egypt.
4. Increase trend towards Islamic-based economic sector.
5. The significance of comprehension of Muslim food utilization conduct will empower the non-Muslim objective advertisers to design appropriate marketing and promotional strategies.
6. Objective advertisers need to comprehend Muslim travel conduct to fulfill those needs particularly in Halal the travel industry (Muslim-friendly destination / Muslim-friendly Hotel).
7. The main guideline in the idea of halal travel industry depends on the upsides of the necessities of Muslim vacationers. It should not be overlooked by the travel industry administrators. There are sharia limitations on the travel industry parts, which are usually found in regular the travel industry rehearses.

Future studies

The study focused on determining the components of halal tourism and the pattern of hospitality in Egypt and the criteria for the optimal application of this pattern in Egypt, specifically in the Hurghada region. The study can be expanded to include other areas such as Luxor, Aswan, Cairo and Sharm El Sheikh. The study can also be expanded to include international Islamic and non-Islamic experiences that lead the application of the concept of halal tourism and hospitality and how to benefit from their experiences, and the adoption of a positive global perception of halal tourism and hospitality by all consumers around the world.

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دراسة السياحة والضيافة الحلال (الفرص والتحديات) في مصر.

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المعلومات المقالة	المخلص
الكلمات المفتاحية السياحة الحلال؛ الضيافة الحلال؛ تجارب الضيوف؛ تجارب مرضية؛ خبرة طويلة المدى.	السياحة الحلال ظاهرة جديدة لنمو الصناعة الحلال. هناك العديد من المصطلحات التي تعبر عن معنى السياحة الإسلامية مثل السياحة الشرعية، والسياحة الحلال، والسفر الحلال، أو وجهة المسلمين الصديقة. تمت الدراسة من خلال استبيان الضيف الذي اشتمل على مجموعة من 17 فندق وعدد 15 شركة سياحية. تم اختيار الفنادق تبعاً لتنوع المواقع. أجريت الدراسة من سبتمبر 2020 إلى مارس 2021. تم استلام 140 استبياناً فقط 110 استمارات مكتملة صالحة (معدل استجابة 78.5%). أظهرت نتائج الدراسة أن هناك فرقاً ذا دلالة إحصائية بين السياحة الحلال والضيافة فيما يتعلق بجنس الضيوف. علاوة على ذلك، هناك علاقات ذات دلالة إحصائية بين أبعاد السياحة الحلال والضيافة. أيضاً، هناك تأثير ذو دلالة إحصائية لأبعاد السياحة والضيافة الحلال في أكثر العوامل تأثيراً لدى الضيوف على النوايا السلوكية للضيف. أوصت النتائج بتحديد خصائص السياحة والضيافة الحلال كمفهوم حديث في مجال السياحة والضيافة. إضافة شعار بشكل محدد أو رسم لكلمة حلال بحيث يتم وضعها في أماكن مميزة بالفندق يسهل لمتلقي الخدمة رؤيتها.

(JAAUTH)

المجلد 21، العدد 2،

(ديسمبر 2021)،

ص 149-129.