



Exploring the Role of Halal Tourism in Reinforcing the Competitive Advantage of the Egyptian Tourist Destination

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Abstract

Providing a wide range of tourism patterns is one of the efficacious ways towards enhancing the competitiveness of tourist destinations. Halal tourism is a contemporary tourism pattern where tourists travel to tourist destinations that offer tourism facilities and services complying with rules of the Islamic religion. This research seeks to demystify the role of halal tourism in reinforcing the competitive advantage of the Egyptian tourist destination. The research depended upon primary data through carrying out interviews with fifty-four Egyptian tourism experts; from January, 2024 to April, 2024. The research also depended upon different sources of secondary data related to its subject. The findings have revealed that as long as there is an increasing proportion of Muslim tourists who stick firmly to rules of the Islamic religion, implementing halal tourism as an innovatory tourism pattern at the Egyptian tourist destination is key. It will result in achieving many advantages and one of them is reinforcing the Egyptian tourist destination's competitive advantage amongst other destinations. The research recommends enacting necessary rules, regulations and codes of practice for properly managing halal tourism and its activities at the Egyptian tourist destination. It also urges the Egyptian Ministry of Tourism and Antiquities and travel agencies in Egypt to co-operate with the leading countries and travel agencies in halal tourism to benefit from their successful experiences in implementing it.

Keywords: tourism, halal tourism, competitive advantage, Egyptian tourist destination.

Introduction

Tourism is a composite multi-faceted industry (Dulgaroglu, 2023), which entails plenty of interconnected components and activities that join together to provide the entire tourism experience for tourists (Žunić et al., 2023). Tourism plays a pivotal role in the economic growth process, which helps in boosting the countries' competitiveness and tackling economic problems confronting them (Agarwal et al., 2023; Arlou, 2022; Özer et al., 2022). The tourism industry has witnessed plenty of considerable alternations in many countries worldwide, including alterations in tourists' travel motivations, expectations, trends, needs and requirements (Duda, 2023). It has been noted that Muslim tourists and travellers represent roughly ten percent of the whole global travel economy (Cuevas et al., 2022). This issue has led to the emergence of halal tourism, which constitutes a significant contemporary trend in the global tourism market (Dugonjić & Uršulin-Trstenjak, 2022). According to the findings of an exploratory study, the core problem of this research is that despite the key role that halal tourism has in reinforcing the competitive advantages

of tourist destinations, it is not perfectly implemented in the Egyptian tourism sector. The importance of this research investigates into understanding halal tourism and its role in strengthening the competitive advantage of the Egyptian tourist destination. Therefore, this research aims at demystifying the concept of halal tourism, identifying its key characteristics, explaining its key components, shedding light on its leading countries and clarifying its importance and positive role in reinforcing the competitive advantage of the Egyptian tourist destination when it is perfectly adopted to it.

Regarding the significance of implementing halal tourism as an innovatory tourism pattern at the Egyptian tourist destination for reinforcing its competitive advantage, the research poses the following questions:

- a- What do you think of halal tourism as an important contemporary trend in the global tourism industry?
- b- Are halal tourism programmes offered in the Egyptian tourist destination?
- c- Does the Egyptian tourist destination have the adequate labour for halal tourism services and activities?
- d- Would implementing halal tourism in the Egyptian tourist destination help in creating a state of balance amongst different categories of tourists in Egypt?
- e- Would implementing halal tourism in Egypt have a positive impact on the Egyptian tourist destination?
- f- Are there any obstacles confronting the implementation of halal tourism in the Egyptian tourist destination?
- g- Is there a relationship between implementing halal tourism 'as an innovatory tourism pattern in Egypt' and reinforcing the competitive advantage of the Egyptian tourist destination?

Literature Review

The Emergence and Concept of Halal Tourism

Adherence to religion's rules helps in creating a kind of harmony and integration amongst its people (Upenieks & Schieman, 2022), particularly when they tend to behave and act in a particular way according to its principles, basics and standards (White, 2023). In the tourism industry, the religion has led to the emergence of the term faith tourism i.e. religious tourism (Guritã & Scortescu, 2023). Religious tourism refers to the tourism pattern that involves travelling to religious sites for religious or spiritual purposes e.g. practising religious ceremonies, as well as visiting religious sacred tombs, mausolea, shrines, monuments and artefacts (Pandey et al., 2023; Rejeki et al., 2021). Instances of religious tourism entail Muslims pilgrimage to Mecca in Saudi Arabia, visits of Christians to the Holy Land in Palestine and visits of the Jewish to holy graves in Israel (Luther et al., 2023). The Islamic religion has a significant role in constituting lives and behaviours of many Muslims (Fauzi & Kurniawan, 2023). It makes them keen on sticking firmly to its rules, norms and values in all aspects of their life (Rahman et al., 2022). Furthermore, it influences on travel motivations of Muslims tourists in terms of making travel decisions to destinations that adopt Islamic practices (Hassani & Moghavvemi, 2019). Moreover, it affects on shaping their behaviours throughout their holiday i.e. acting according to rules of Islam (Adel et al., 2021). The tourism sector has become one of the rapidly-expanding sectors amongst Muslim consumers, which gave an opportunity to service providers to attract and target Muslim tourists (Lestari et al., 2023). The word 'halal' is an Arabic word, which means all what is considered mandatory and admissible in the Islamic jurisprudence (Nafis, 2019). It refers to all permissible and allowable acts and behaviours of Muslim people by the Islamic religion in different daily life aspects e.g. daily practices, the use of products and services, and commercial transactions

(Deuraseh et al., 2023; Hamid et al., 2023). As a result, halal tourism has emerged as a burgeoning trend in the tourism industry, where Muslim tourists travel to destinations that precisely adopt rules, values, standards and norms of the Islamic religion in all provided tourism services (Akbar et al., 2023; Hendrawan & Muslichah, 2023). The term 'halal tourism' appeared for the first time in 2000 at the meeting of the Organisation of Islamic Co-operation to refer to it as the tourism pattern that depends basically upon satisfying requirements of the Muslim tourism market (Ahmad et al., 2021). Halal tourism, which is also known as Shariah Tourism, Islamic tourism, Muslim-friendly tourism, Muslim-friendly travel, halal-friendly travel and halal hospitality (Ahmed & Akbaba, 2020) is that tourism pattern, which meets needs and expectations of Muslim tourists in accordance with the Islamic dogma i.e. rules and principles of the Islamic religion (Alim et al., 2023). It includes tourists who travel to practise different tourism activities, bearing in mind the necessity of obeying rules of the Islamic religion (Mohsin & Rayan, 2019). In other words, halal tourism provides Muslim tourists with tourism products, services and tour packages that comply with regulations of Islam (Shah et al., 2023). However, halal tourism does not entail travelling to Islamic holy places e.g. pilgrimage, visiting tombs of famous Muslim figures and visiting noted Islamic holy places of worship (Alam et al., 2021).

Key Components of the Halal Tourism Activity

Halal tourism hinges upon a set of tourist services that prioritise norms, standards and values of the Islamic religion (Budiman & Mukhtar, 2023). According to Alam et al. (2023), Jamaludin et al. (2023), Maulida and Marlina (2022), Uula and Ikhwan (2022), and Zarkasyi et al. (2022), there is a set of key components and elements that shapes characteristics of halal tourism and the nature of its products and services, as indicated in the following points:

- a- Muslim- friendly transport i.e. means of transport that apply standards of hygiene and cleanliness, have separate seats for males and females and do not offer alcoholic beverages.
- b- Muslim-friendly tours i.e. tours based on the Islamic concept, which include for instance attending Islamic events and celebrations, and have separate places for males and females.
- c- Muslim-friendly tour guidance i.e. tour guides who are acquainted with rules of Islam and who are informed about what must be done and what must not be done in a Muslim-friendly tour.
- d- Muslim-friendly accommodation i.e. accommodation that have a modestly dressed staff, have individual facilities for males and females, do not offer alcoholic beverages, do not include a casino and include prayer facilities and services for Muslims.
- e- Muslim-friendly catering i.e. dining establishments that offer neither alcoholic beverages nor pork meals.
- f- Muslim-friendly medical and curative care i.e. medical and curative services, which are particularly targeted at Muslim medical tourists according to principles of Islam e.g. healthcare practices and the dependence upon Muslim-friendly ingredients.
- g- The existence of praying facilities and/or adjacent Islamic places of worship i.e. mosques.

Reasons for Paying Attention to Halal tourism

According to Amalia et al. (2024), Busaini et al. (2023), Wibawa et al. (2023), Wisker and Guler (2022), Yusuf et al., (2021), Al-Ansi and Han (2019) and Azam et al. (2019), halal tourism has plenty of privileges and positive impacts on both of Muslim tourists and the tourist destination itself; as it helps in:

- a- Meeting expectations, needs and requirements of Muslim tourists and travellers, as an important segment of the global tourism market.
- b- Enhancing the perceived value of Muslim tourists and fulfil their satisfaction.

- c- Encouraging the thriving segment of Muslim tourists to re-visit the Muslim-friendly destination, which brings about many economic benefits to the Muslim-friendly country.
- d- Encouraging ancillary industries that can benefit from the existence of the halal tourism market by offering products and services that cater for their needs.
- e- Attaining goals of sustainable tourism development in Islamic countries through complying with the Islamic guidelines.
- f- Achieving an upturn in the country's economy by attracting a new category of tourists.
- g- Enhancing the tourist destination's image and its competitiveness.

Instances of Halal Tourism Leading Countries

As mentioned before, halal tourism has become a broadening phenomenon in the international tourism market due to the expanding number of Muslim tourists and travellers around the world (Hartarto & Azizurrohman, 2022). Halal tourism has successfully prospered in many Islamic countries around the world (Shmailan, 2023), as indicated in the following instances:

a- Malaysia: On account of the drawn attention by the Malaysian government and the Malaysian Islamic Tourist Centre towards adopting Muslim-friendly practices at the country's different sectors (Hassan et al., 2023), Malaysia is now considered the top leading country in implementing halal tourism (Irshad et al, 2023); representing an increase of roughly sixteen percent from its gross tourism product (Shmailan, 2023). It has successfully implemented an inclusive strategy to guarantee the optimum practices of halal tourism in all provided tourism services (Adinugraha et al., 2023). Halal tourism in Malaysia depends upon market researches and more strategies, which aim at applying and spreading the concept of halal tourism with pinpoint accuracy (Hassan et al., 2023).

b- Indonesia: At the Indonesian province of Riau, Pekanbaru city is one of the important tourism cities that support halal tourism (Ishak et al., 2020). Pekanbaru city offers Muslim-friendly accommodation, Muslim-friendly means of transport, as well as Muslim-friendly facilities and services in its historical areas, natural areas, sports centres, shopping centres and catering establishments (Zamay et al., 2022).

c- Brunei Darussalam: The tourism development department in the Asian country of Brunei Darussalam succeeded in undertaking many positive steps for enhancing the Bruneian tourism industry (Sulaiman & Hashim, 2023). One of these steps was assuring that Brunei Darussalam is a genuine Muslim-friendly tourist destination that meets needs and requirements of Muslim travellers and tourists through offering Muslim-friendly services e.g. halal licensed catering establishments (Sutikno et al., 2023).

d- Qatar: Despite the existence of a large community of expatriates from different religions at the country of Qatar, the Islamic religion dominates the Qatari culture and life style. As a result, Qatar has been one of the destinations that succeeded in providing different tourism services that target different markets including the halal tourism market (Ma'wa et al., 2023).

e- Turkey: In the Turkish city of Alanya, a lot of hotels have responded to the concept of halal tourism by providing facilities and services that satisfy needs of Muslim tourists e.g. praying facilities and non-alcoholic beverages (Bogan, 2020).

f- Jordan: The Hashemite Kingdom of Jordan has become one of the top destinations of halal tourism that is keen on providing Muslim-friendly facilities and services to its Muslim tourists (Harahsheh et al., 2019). For instance, accommodation facilities in Jordan offer many halal services to their guests as the concept of halal tourism is widely increasing in the country (Hijawi et al., 2019).

Furthermore, there are some Non-Muslim European, African and Asian countries, which are now drawing their attention to Muslim tourists in terms of implementing halal tourism to attain a state of equilibrium and satisfaction for this growing segment of tourists (Fakir & Erraoui, 2019). These countries have started to provide tourism facilities and services that cater to Muslim tourists, and achieved a remarkable success in meeting the needs of this important segment of tourists (Widodo et al., 2022). Instances of these countries include the United Kingdom, France, Spain, South Africa, Japan, South Korea, Hong Kong, Singapore, Thailand, Taiwan, Philippines and India (Wibawa et al. 2023; Thamrin et al., 2022).

The Competitive Advantage of Tourist Destinations

Competition is considered the cornerstone of the development process (OECD, 2023). It is the core of industries for achieving a positive impact on performance (Abdurokhim et al., 2023). Competition helps in immaculately allocating and distributing resources, meeting needs and requirements of customers, providing better sales' opportunities for services and products, and finally attaining a satisfactory profit (Siddiqui, 2023). The perfect competition comes about when businesses and industries become keen on attracting a wide array of customers through offering distinguished services and products to them (CMA, 2022). When it comes to tourism, competitiveness refers to the ability of the tourist destination to compete in an efficacious way in the global tourism market depending upon many factors e.g. economic advantages, unique sites of attraction, and distinguished tourism activities, facilities and services (Lestari & Saidah, 2020). The fierce competition in the global tourism market has obliged tourist destinations to look for different ways to attain competitive advantage (Abd Elkawy et al., 2020). Competitive advantage refers to that achieved advantage over other rivals and competitors (Isoraite, 2018; Battour & Ismail, 2016). It is the capability of the tourist destination to contend in an effective and profitable way by producing goods and services that can outperform those of other destinations (Zai, et al., 2023; Lesmana et al. 2022). In other words, it is the pre-eminent characteristics of a tourist destination that make it valuable and worth visiting (Masly & Wardi, 2020). Therefore, competitive advantage of a tourist destination refers to the destination's capability to be in a superior state to other destinations in terms of the economic position, sites of attraction and tourists' satisfaction (Rodríguez et al., 2023). The competitive advantage can be achieved through the existence of skilled personnel, the possession of ingenuity, the efficacy of goods and services and the capability to confront stiff competition in the global market (Farida & Setiawan, 2022). Furthermore, innovation and quality are considered crucial factors and momentous dimensions for achieving a real competitive advantage (Oukacha, 2023; Ramos-Hidalgo et al., 2021). According to (Băbăt et al., 2023; Algieri et al., 2018), competitive advantage in tourism can be attained if the tourist destination is able to:

- a- Offer distinguished, superior and innovatory tourism products and services in a better way than its competitors for competing perfectly in international markets.
- b- Attract different categories of tourists and meet their different needs and expectations.
- c- Create advanced strategic plans for enhancing tourism products and services.
- d- Achieve a considerable increase in profits.

Therefore, competitive advantage in tourism accentuates the advancement of the tourist destination's quality and innovation (Wardhani & Widodo, 2019). It can be attained by the capability of the tourist destination to exploit its resources and focus on the innovation factor in terms of the provision of tourism services and facilities (Nyaboro et al., 2020). Egypt has ample opportunities, which can enable it to boost its competitive advantage e.g. the tourism product diversity, the different tourism resources in addition to its unique culture and heritage (Rouby,

2019). It can be inferred that implementing halal tourism as an innovatory tourism pattern in Egypt (Yilmaz and Bagci, 2023) can be another tool towards enhancing and reinforcing the competitive advantage of the Egyptian tourist destination.

Methodology

This research depended upon utilising a mixed methodology encompassing primary and secondary data. The secondary data included theoretical studies related to the research's subject. The primary data depended upon the qualitative method and were gathered and presented after carrying out interviews with a total number of (54) Egyptian tourism experts; represented in (20) tourism experts from the Egyptian Tourism Authority, (12) tourism experts from the Egyptian Ministry of Tourism and Antiquities, (10) tourism experts from the Tourism Development Authority, (10) tourism experts from the Egyptian Tourism Federation and (2) tourism experts from a tourism-affiliated organisation; represented in the UNECE; the United Nations Economic Commission for Europe. The majority of interviewees were males; representing a total number of (32), whilst other interviewees were females; representing a total number of (22). The total number of interviewees whose age group is from 45 years old to less than 55 years old was (30), followed by (16) interviewees whose age group is from 55 years old to 65 years old, and finally (8) interviewees whose age group is from 35 years old to less than 45 years old. On the other hand, the total number of interviewees who hold a Doctor of Philosophy degree was (34), whilst the total number of interviewees who hold a Master of Science degree and Bachelor of Science degree was (10) for each one of them. Interviewees whose years of work experience are from 20 years to less than 30 years were (24), followed by (18) interviewees whose years of work experience are from 30 years to 40 years, and finally (12) interviewees whose years of work experience are from 10 years to less than 20 years.

Interviews were carried out in the period from the 3rd of January, 2024 to the 1st of April, 2024 and all answers are presented below. The interview questions consisted of (7) questions with the aim of demystifying the role of implementing halal tourism at the Egyptian tourist destination for reinforcing its competitive advantage, as follow:

1- Views on halal tourism as a contemporary trend in the global tourism industry

Interviewees stated that halal tourism is an important contemporary tourism trend in the global tourism industry. They explained that halal tourism emerged in the past few years due to the growing number of devout Muslim tourists who like to travel, go on holidays and enjoy tourism activities like other tourists with respect to rules and principles of Islam. As a result, halal tourism has recently succeeded and prospered in many countries around the world e.g. Indonesia. Because of the importance of halal tourism and the growing number of its tourists, it has been officially approved by the United Nations World Tourism Organisation as a tourism pattern. This answer is consistent with the study of Rachmiatie et al. (2022), who stated that the meaning, importance and popularity of halal tourism have grown amongst people due to the expanding category of Muslim tourists around the world. This answer is also consistent with what was mentioned in the study of Fitri et al. (2023), which stated that halal tourism is a novel pattern in the global tourism field for meeting needs of Muslim tourists whose religious awareness is increased and became immersed in all life's aspects including travel, tourism and holidays.

2- The availability of halal tourism programmes at the Egyptian tourist destination

Interviewees stated that new patterns of tourism face a challenge in terms of the unavailability of their supporting services e.g. workforce and tourism programmes. As long as halal tourism is not authorised as a tourism pattern at the Egyptian tourist destination, its tourism programmes are not

provided in Egyptian travel agencies. This answer proves what was mentioned in the study of Kariru (2023), which stated that implementing new trends in tourism desperately requires tailoring different tourism services according to changing desires, motivations, needs, requirements and interests of the targeted tourists.

3- The adequate labour for halal tourism services and activities at the Egyptian tourist destination

Interviewees stated that halal tourism labour is already available in Egypt, as Egypt is an Islamic country. However, this labour needs to be officially oriented to the exact practices of halal tourism activities and services to guarantee the proper practice of halal tourism in Egypt. This answer proves what was mentioned in studies of Akpornpis et al. (2022) and Farizkhan et al. (2023), which pointed out the need for the presence of a well-trained staff on halal tourism services at tourist destinations for ensuring a well-planned code of practice and ensuring the frequency of Muslim tourists' visits.

4- The role of implementing halal tourism at the Egyptian tourist destination for creating a state of balance amongst different categories of tourists in Egypt

Interviewees stated that implementing halal tourism at the Egyptian tourist destination helps in meeting different and changing needs of tourists by attracting an important growing segment in the global tourism industry. They elaborated that implementing halal tourism at the Egyptian tourist destination can help in creating a state of balance amongst different categories of tourists; as it can be another tourism pattern added to other existed Egyptian tourism patterns for achieving the satisfaction of its growing category of tourists. This answer is consistent with the study of Ratnasari et al., (2023), which stated that halal tourism gives a chance to Muslim tourists to travel and enjoy the tourism activity according to Islamic rules, which helps in attaining equilibrium amongst varied categories of tourists.

5- The impact of halal tourism on the Egyptian tourist destination

Interviewees confirmed that implementing halal tourism in Egypt will have a positive impact on the Egyptian tourist destination. They specified that implementing halal tourism in Egypt will primarily help in creating a diversity in the Egyptian tourism product. Therefore, it will help in increasing the demand for the Egyptian tourist destination through offering services that cater for needs of pious Muslim tourists as an important segment in the global tourism market. They also added that implementing halal tourism in Egypt can help in attracting more investments to the Egyptian tourist destination; represented in the creation of new tourism projects e.g. travel agencies, transportation, accommodations, holiday resorts, tourist guidance and entertainments facilities that offer more Muslim-friendly services. Moreover, they stated that implementing halal tourism in Egypt will be an opportunity towards the prosperity of other complementary Muslim-friendly products and services e.g. souvenirs. They emphasised that when halal tourism is properly functioned at the Egyptian tourist destination, it will help in boosting its purchasing power, creating plenty of job opportunities for males and females, decreasing the unemployment rate and boosting Egyptian tourism revenues and consequently attaining an upturn in the entire Egyptian local economy. This answer proves what as mentioned in the studies of Abbasian et al. (2023), Rachman & Sangare (2023), Siatan (2023) and Budiman et al. (2022), which stated that halal tourism is advantageous to tourist destinations in terms of empowering economies, creating plenty of job opportunities and enhancing the destination's image.

6- Obstacles confronting the implementation of halal tourism at the Egyptian tourist destination

Interviewees stated that implementing new patterns of tourism face some challenges. Therefore, implementing halal tourism at the Egyptian tourist destination can face some impediments; represented in the limited acquaintance with the genuine meaning of halal tourism, the insufficient number of halal tourism projects and the existence of red tape that could hinder or even delay its official implementation. However, they stated that Egypt is an Islamic country and includes Islamic organisations that can help in enhancing the implementation of halal tourism in Egypt e.g. Al-Azhar Foundation and the Egyptian Fatwa House. Thus, the implementation of halal tourism at the Egyptian tourist destination will not be that difficult, but it only seeks a better organisation and good planning. This answer is consistent with the study of Sultan et al. (2020), which stated that implementing halal tourism in some countries suffers from some obstacles in terms of employment and investment.

7- The relationship between halal tourism and reinforcing the competitive advantage of the Egyptian tourist destination

Interviewees stated that innovation is one of the key elements towards achieving the competitive advantage at tourist destinations. The Egyptian tourism sector has recently witnessed plenty of developments and improvements. Moreover, the quality of the Egyptian tourist destination is genuine and authentic amongst other tourist destinations. They explained that reinforcing the competitive advantage requires innovation, which can be achieved by for instance, adding new tourism patterns to the tourist destination. Thus, implementing halal tourism at the Egyptian tourist destination can be one of the core components for reinforcing its competitive advantage. They emphasised that the success of halal tourism at the Egyptian tourist destination will be dependent upon offering all facilities, services, codes of practices and legal regulations required for guaranteeing its smooth running. This answer is consistent with the study of Khaled (2022), which stated that innovation is significant for gaining a competitive advantage. On the other side, the study of Omar et al. (2022) found out that supporting innovative trends is important, and this can be realised by developing and formulating strategies and policies that aims at achieving that.

SWOT Analysis of Implementing Halal Tourism at the Egyptian Tourist Destination for Reinforcing its Competitive Advantage

Strengths	Weaknesses
<ul style="list-style-type: none"> - The unique position of Egypt amongst tourist destination. - Egypt is a Muslim country. - The availability of Islamic facilities. e.g. mosques. - The availability of products and services that cater for Muslims e.g. Muslim-friendly foods and beverages. - The existence of Islamic organisations that can help in enhancing the implementation of halal tourism in Egypt e.g. Al-Azhar Foundation and the Egyptian Fatwa House. - The safety and security of the Egyptian tourist destination. 	<ul style="list-style-type: none"> - The lack of some people’s awareness about the precise meaning of halal tourism and its code of practice. - The unavailability of halal tourism programmes in Egyptian travel agencies. - The unavailability of the adequate labour for halal tourism. - Halal tourism in not authorised as a tourism pattern at the Egyptian tourist destination. - The existence of red tape that could impede or even delay the implementation of new tourism patterns e.g. halal tourism.

Opportunities	Threats
<ul style="list-style-type: none"> - Marketing Egypt as a halal tourist destination. - Increasing Muslim tourists’ awareness of Egypt as halal tourism destination. - Creating a diversity in Egyptian tourism patterns. - Increasing the demand for the Egyptian tourist destination. - Creating new job opportunities for males and females, and reducing the unemployment rate. - Encouraging the creation of new forms of investment i.e. halal tourism projects and establishments. - Enhancing the economic growth in Egypt. 	<ul style="list-style-type: none"> - The stiff competition from the leading countries in halal tourism. - The existence of new emerging countries in implementing halal tourism.

Conclusion

This paper has presented an investigation into the role of halal tourism in reinforcing the competitive advantage of the Egyptian tourist destination. According to the findings of the study, it was found out that halal tourism constitutes a significant contemporary trend in the global tourism industry due to the increasing proportion of Muslim tourists around the world. Halal tourism is that tourism pattern whose facilities, services and activities are targeted at Muslim tourists who like to travel and enjoy different tourist activities bearing in mind rules and regulations of the Islamic religion. However, halal tourism does not mean that other tourism trends and patterns are prohibited or not allowed, but it focuses on meeting needs and requirements of pious Muslim tourists throughout their holidays. Implementing halal tourism in the Egyptian tourist destination will bring about many advantages e.g. creating a kind of diversity in Egyptian tourism patterns, increasing the tourism demand to the Egyptian tourist destination, increasing the purchasing power of the Egyptian tourist destination, attracting new kinds of investments, creating new job opportunities and enhancing the economic growth. Therefore, once the Egyptian destination is known as a Muslim-friendly tourist destination, many advantages will be brought about to it and most importantly is reinforcing its competitive advantage.

Recommendations

a- Recommendations addressed to the Egyptian Ministry of Tourism and Antiquities

- Enacting new rules and regulations for managing and safeguarding halal tourism as a new pattern in the Egyptian tourist destination.
- Cutting through the red tape that could hinder the official implementation of new tourism patterns e.g. halal tourism.
- Creating an independent management in the Egyptian Ministry of Tourism and Antiquities for managing and monitoring different activities of halal tourism.
- Developing a protocol of co-operation between the Egyptian Ministry of Tourism and Antiquities, and the leading countries in halal tourism e.g. Malaysia and Indonesia, to benefit from their successful experiences in adopting halal tourism.
- Developing a protocol of co-operation between the Egyptian Ministry of Tourism and Antiquities, and Egyptian Islamic organisations e.g. Al-Azhar Foundation and the Egyptian Fatwa House for ensuring the proper adoption of halal tourism in the Egyptian tourist destination.
- Enacting new rules and regulations for encouraging and facilitating investments and entrepreneurship in Egyptian halal tourism projects.

- Increasing the financial support for enhancing the adoption of halal tourism and its projects at the Egyptian tourist destination, by for instance providing the adequate budget for building halal tourism establishments and reducing taxes on them.
- Encouraging the creation of specialised travel agencies targeted at organising halal tourism holidays at the Egyptian tourist destination by offering special privileges to them.
- Offering new vocational programmes for tourism and hotels' students about contemporary tourism trends e.g. halal tourism.
- Providing the qualified personnel who understand the concept and requirements of halal tourism.
- Paying attention to the marketing process of Egypt as a halal tourist destination for increasing the awareness about it through setting up a multilingual website about halal tourism in the Egyptian tourist destination, producing multilingual documentaries about halal tourism activities in Egypt, carrying out periodical marketing researches and market researches about halal tourism, and doing periodical post visit researches for assessing tourists' satisfaction of Egypt as a halal tourist destination.

b- Recommendations Addressed to Travel agencies in Egypt

- Co-operating with the leading travel agencies in halal tourism in other countries to benefit from their experience in implementing this tourism pattern.
- Providing all required supporting services for a Muslim-friendly holiday e.g. Muslim-friendly transportation, accommodation, tours, tourism guidance and souvenirs.
- Offering Muslim-friendly tourism programmes that cater for Muslim tourists' needs and requirements, to be implemented under the supervision of the Egyptian Ministry of Tourism and Antiquities, to be entitled for instance as "*A Muslim Friendly Holiday*".

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استكشاف دور السياحة الحلال في تعزيز الميزة التنافسية للمقصد السياحي المصري

المستخلص

يُعد تقديم مجموعة متنوعة من الأنماط السياحية واحدا من الطرق الفعالة لتعزيز تنافسية المقاصد السياحية. تُعتبر السياحة الحلال نمط سياحي معاصر يشمل سفر السائحين إلى المقاصد السياحية التي توفر خدمات وتسهيلات سياحية تتماشى مع قواعد الدين الإسلامي. يهدف هذا البحث إلى فهم دور السياحة الحلال في تعزيز الميزة التنافسية للمقصد السياحي المصري. اعتمد هذا البحث على البيانات الأولية من خلال إجراء مقابلات شخصية مع عدد (٥٤) خبير سياحي مصري في الفترة من يناير ٢٠٢٤ إلى إبريل ٢٠٢٤. اعتمد البحث أيضاً على مصادر مختلفة من البيانات الثانوية المتعلقة بموضوع البحث. أظهرت النتائج أنه طالما هناك نسبة متزايدة من السائحين المسلمين الذين يطبقون بحزم قواعد الدين الإسلامي، فإن تطبيق السياحة الحلال كنمط مبتكر في المقصد السياحي المصري سوف يكون هاماً؛ حيث يساهم في تحقيق العديد من الإيجابيات والتي منها تعزيز الميزة التنافسية للمقصد السياحي المصري بين المقاصد الأخرى. يوصي البحث بسن القواعد والتنظيمات وقواعد الممارسة الضرورية للسياحة الحلال لإدارة السياحة الحلال وأنشطتها بطريقة صحيحة في المقصد السياحي المصري. كما يحث البحث أيضاً وزارة السياحة والآثار المصرية ووكالات السفر في مصر على التعاون مع الدول ووكالات السفر الرائدة في السياحة الحلال للاستفادة من تجاربهم الناجحة في تطبيقها.

الكلمات الدالة: السياحة، السياحة الحلال، الميزة التنافسية، المقصد السياحي المصري.