Halal Tourism: Evaluating Opportunities and Challenges in the Middle East "Jordan and Egypt"

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Abstract
The Halal Tourism, as a new phenomenon in the tourism market, has many economic and social benefits especially in the regions such as South-East of Asia and Middle East. It is expected that Halal Tourism as a modern trend that makes up a good portion of the spending in the global economy, and it is expected that global spending for Muslims to travel abroad to be $ 233 billion in 2020. Moreover, there is a study indicated to the ranking of countries as halal friendly destinations for the year 2012 As follows: Malaysia, Egypt, United Arab Emirate, Morocco, Tunisia, Jordan, Brunei, and Qatar.

This research focuses on Jordan and Egypt and pursues to identify the awareness of hoteliers, travel agents and airlines agents about halal tourism in both of Jordan and Egypt; evaluate the current situation of halal tourism; and identify the prospect and challenges of halal tourism in the two countries.

The study adopts Descriptive Analytical approach to review the current phenomenon of Halal Tourism as it is in the Middle East region with application on Jordan and Egypt, both being promising Halal Tourism destinations. Collecting secondary data is from related references and books, while preliminary information is obtained through questionnaire forms. The current research depends on the convenience sample for data collection. The researchers depend on e-mails and facebook techniques to collect data in Jordan and Egypt. The current study recommends some main ideas for Halal Tourism; one of them is preparing a pilot project and an action plan for the airlines, travel agencies and hotels establishments in how to apply the principles and standards of Halal Tourism.

Key words: Halal Tourism, Halal Hotels, Shariah Market, Halal Food, Islamic Hotels Challenges and Opportunities, Halal Package.

Introduction
Tourism industry is one of the world’s largest and fastest growing economic sectors, and religion interested of tourism, and recently this interest has increased because the increasing number of Muslim in the world, and the geopolitical factors (Carboni et al., 2014).

There are new tourism concepts such as Islamic tourism and Halal hospitality, which are close to the concept of “Halal food. Halal tourism is one of the modern trends in tourism, which emerged considerably in many countries including the Middle East, and later many of countries concerned with this type of tourism. (Battour et al., 2010). Many people associate tourism to beaches, pleasure without controls and alcoholic beverages. But there are some concepts such as "halal tourism" or "Islamic tourism" and there is a growing demand for this type of tourism which leads to attract the attention of the owners of the major hotels and tourism agencies (Alkuwait Reuters, 2015).

Halal is not only for Muslims. There are increasing demand of Halal products among non-Muslims and the emergence of Muslim businessmen. (Islam and Chandrasekaran, 2013), not only because of the large population of Islam followers but also because travel and tourism are integrated in many Islamic policies (legal, economic, political and social policies) (Halkias et al., 2014). Halal is becoming a global mark for quality assurance, and related to trade and other sectors (Bin Ab Talib et al., 2013).
Islam and the Muslim community, presents in the 57 member countries of the Organization of the Islamic Conference (OIC) (Mansour, 2014; Farahani, & Henderson, 2010). Muslims, who constituted an estimated 18% of the world population 30 years ago, now reach to nearly 23% and will be 30% by 2050 (Bilgen and Kanata, 2016). The halal economy, which is rapidly growing, and offers opportunities to many Muslim countries in the world; with approximately 1.57 billion Muslims, in over 100 countries (Razalli, et al., 2012). Furthermore nine out of 10 say their faith affects their purchases. Muslim tourist spend about $126 billion during their travels in 2011 and it will be reached to $192 billion in 2020 (Akyol & Kilinc, 2014).

The Arab and Muslim tourists are avoiding European and North American as their destination and switching it to a Muslim countries after the September 11, 2001 attacks, this event was worthy to the world tourism like Malaysia, which can motivate travellers to visit spiritual places, and Take into account their special need (Razalli et al., 2012). There is a study indicated to the ranking of countries as halal friendly destinations for the year 2012 As follows: Malaysia, Egypt, United Arab Emirate, Morocco, Tunisia, Jordan, Brunei, and Qatar (Chandra, 2014). In Malaysia the tourist arrivals for the first five months of 2012 were 9,438,592 tourists. ASEAN region still contributed the largest number of tourists to Malaysia with 73.4% of the total arrivals. The revenue from January to May 2012 was RM21.8 billion in comparison to RM 21.4 billion in 2011. And this is Consistent with Transformation Plan 2020 for achieving 36 million tourists and 168 billion in receipts by 2020. Therefore Tourism Malaysia works to increase flight to 6 priority countries (Samori and Abd Rahman, 2013).

Based on what previous mentioned, It is important to look at the reality of halal tourism in Jordan and Egypt as emerging markets of this new trend of tourism and its worthy benefits. Moreover, to provide recommendations for action plan for development halal tourism in Jordan and Egypt. Where halal tourism constantly evolving and as indicated earlier, there is nearly a billion and half Muslims in the world, thus encouraging interest in this modern tourist orientation. Also Jordan and Egypt must to benefit from this trend, especially that many countries in Asia and the Middle East striving to support and develop halal tourism in the coming years to ensure attract the largest possible number in the coming years.

Problem of the study
This study will answer the following questions:
1.-What is the level of awareness of hoteliers, travel agents and airlines agents about the concept of halal tourism in Jordan and Egypt?.
2.-Is there any adopting of halal tourism in Jordan and Egypt?.
3.-What are the policies and regulators that relating to halal compliant hotels, travel agencies and airlines in Jordan and Egypt?
4.-What are the challenges facing the halal tourism Jordan and Egypt?.

Objectives of study
This study aims to:
1-Identify the awareness of hoteliers, travel agents and airlines agents about halal tourism in Jordan and Egypt.
2-Evaluate the current situation of halal tourism in Jordan and Egypt.
3-Identify the prospect and challenges of halal tourism in Jordan and Egypt

Importance of the study
Importance of study lies in the following reasons:
1- Importance of tourism as an industry and a sector plays an important role in promoting and activating the national economy.

2- Importance of halal tourism as a modern trend that makes up a good portion of the spending in the global economy, and it is expected that global spending for Muslims to travel abroad to be $233 billion in 2020.

Literature review

(Mohsin, et al., 2015); "Halal tourism: Emerging opportunities ". Focused in this study on raising awareness about the growing halal tourism market segment and identify the fundamental needs of this segment. The methodology of this study depended on secondary information to answer for some questions which related to halal tourism.

(Kamali, 2016);"Tourism and the Halal Industry: a Global Shariah Perspective". He presented a theoretical study to address the shariah concepts of halal and haram and their manifestations in the halal industry and tourism in Malaysia, and to address the role of custom, culture, and religion as they are reflected in the Muslim travellers behaviour.

(Samori et al., 2015); " Current Trends on Halal Tourism: Cases on Selected Asian Countries". It aimed to explore and illustrate the concept of halal tourism within the Islamic context with special reference to Quran and Hadith. This study depends on qualitative research method and employs library research for data collection technique. The results of this study indicated to development of halal tourism concept and comparison on halal tourism cases in Asia. And discovered its opportunities and potentials for Muslim and non-Muslim countries to do on the same journey.

(Wingett and Turnbull, 2016); "Halal Holidays: Exploring expectations of Muslim-Friendly Holidays". They stated that the Customer expectations are influenced by culture and values and hence it is important to consider the differences which exist between Muslim consumers. And gain a better understanding of what expectations consumers have regarding a halal holiday.

(Bin Ab Taliband Abu Baker, 2014); "Halal Logistics in Malaysia: a SWOT Analysis" Focused in the strength or weaknesses, and its external opportunities or threats (SWOT) in the Halal logistics environment. They depended in this study on the interviews with middle- and top-level managers with reputable knowledge, expertise and experience in the Logistics and halal industry. SWOT analyses done as follows: strength (strong government support), weakness (inconsistent halal definition), opportunity (Muslims population growth) and threat (no uniformity on halal standards).

(Battour et al., 2014); "Islamic Tourism: an Empirical Examination of Travel Motivation and Satisfaction in Malaysia". They tested the relationship between tourism motivations and tourist satisfaction, and tested how ‘religion’ moderates the relationship. The results of this study showed that religion significantly moderates the relationship between pull motivation and tourist satisfaction.

(Sulistyo et al., 2012); "Halal Culinary: Opportunity and Challenge in Indonesia". They mentioned that concept of halal services extends to other fields farther than food and beverages and there is a demand for halal services. This study focused on reviewing the problems resulting under development of halal certification in Indonesia.

(Yuhanis & Nyen, 2012); "The Role of Halal Awareness, Halal Certification and Marketing Components in Determining Halal Purchase Intention among Non-Muslims in Malaysia: A Structural Equation Modelling Approach". It focused on determining the relationships between halal awareness, food quality, halal certification, marketing promotion, and brand with the intention to purchase halal product among the non-Muslim community in Malaysia. The result of analyses indicated that the halal awareness, halal certification,
marketing promotion, and brand were positively related to purchase intention; on the other hand, food quality was negatively associated with it. (Carboni and Janati, 2015); "Halal Tourism de Facto: A Case from Fez". In this study there was an investigation of the opinions of 11 families participated in the project which intended to establish a bed and breakfast network in the Medina of Fez, within concerning the possibility of selling their product as halal (or Islamic) tourism. In their view the adoption of such a label should not imply restrictions on tourists’ nationalities and, above all, faiths. (Wan–Hassan, Melissa, 2009); "Halal Restaurants in New Zealand: Implications for the Hospitality and Tourism Industry". This study has shown that the majority of Muslim travellers find it difficult to obtain halal food in New Zealand. This study aimed to investigate the management and promotion of halal food in restaurants. Data was depended on interviews and obtained using a questionnaire which distributed on 99 halal restaurants, in the highest population of Muslims in New Zealand which also are major tourist destinations. The results indicated that four out of ten respondents did not agree that the Muslim tourist market is significant to their business. On the other hand, the number of halal restaurants in New Zealand has risen as a result of the growing domestic Muslim population.

**Halal tourism**

Halal linked to Islamic faith and is more than just about food; it includes many types of services and products offered to the Muslim population (Samori, et al., 2015). There is a difference between the Islamic tourism and halal tourism, the Islamic tourism refer to travel for religious and pilgrimage purposes and focuses on acts of faith relating to the Islamic religion (Henderson, 2015). But Halal tourism is tourism undertaken for many purposes such as recreational, leisure and social purposes, and includes members of the Islamic faith travel (Ryan, 2015). Halal is not only to refrain from pork, alcohol and meat that is not ritually slaughtered. But halal tourism is more inclusive than the forementioned (Bilgin and Kanata, 2016).

The main sources that inform halal tourism are Qur’an and Sharia law, and it is important to understand them (Mohsin, et al., 2015).

Halal tourism includes many components such as halal hotel, halal transportation, halal food premises, halal logistics, Islamic finance, Islamic travel packages, and halal spa (Chanin et al., 2015). And services tourism and there are life styles -cosmetics, textile etc. (Akyol and Kilinc, 2014). The First World Halal Travel Summit and Exhibition was in Abu Dhabi, and it was planned that this will become an annual event (Ryan, 2015).

**Importance of halal tourism**

The interest of halal refers to the fastest growing religion whereas Islam is the second most practiced religion in the world after Christianity (Islam and Chandrasekaran, 2013). Which form over 23% of the total global population (Razalli et al., 2012). Besides, the Muslim travellers spent 102 billion Euros in 2011, and in 2020 it will be reach to 158 billion Euros (Akyol and Kilinc, 2014, P:175). As well the huge market potential, the World Halal Forum Report, 2010 estimated the global halal products market reached to 2.3 trillion US$ (not including banking), and 67% or 1.4 trillion US$ of this market is included of food and beverage. And also centrality of faith; faith is something that is central to consumption among Muslims (Islam & Chandrasekaran, 2013).

**Components of halal tourism**

**Halal hotel (Islamic hotel)**
Islamic hotels and resorts as well as Islamic destinations and programs are shaping some tourist activities which comply with Islamic teaching. Islamic resorts funded and owned by Islamic finance institutions and there is no disco/nightlife in its hotels (Samori and Sabtub, 2014). Further, halal hotels are not confined to the halal food service and its operation, but also the management of the hotel have to comply with Islamic principle (Akyol and Kilinc, 2014). The Islamic hotel is known as shariah-compliant hotels, and a shariah-compliant hotel can be defined as a hotel that provides services in accordance to the shariah principles (Razalli et al., 2012). And it called dry hotels (hotels without alcohol). Sharia-compliant hotels (SCHs) and dry hotels concepts become widespread and attractive in the Middle East and North Africa (MENA) region. SCHs represent almost 10% of the global tourism market (Ezzat et al., 2014).

**Characteristics of halal (shariah) compliance hotels**

Halal hotels during the Ramadan period the opening hours of the internal restaurants are different: you can eat before the sunrise and after the sunset (Halkias et al., 2014). There are a set of attributes and characteristics of halal hotels such as (Samori and Sabtub, 2012; Razalliet al., 2012; Samori and Abd Rahman, 2013; Battouret al., 2014; Ezzat et al., 2014; El-Gohary, 2015):

1- Halal foods and no alcohol to be served in the hotels.
2- Praying room available in the hotels.
3- Predominantly Muslim staffs with a proper Islamic code of dressing.
4- Separate salon, recreational facilities and swimming pool for men and women.
5- Separate room/ floor for unmarried couple between male and female.
6- Tourists dressing code
7- Having the Holy Book Quran, prayer mat and arrow that indicating the direction of Qiblat.
8- Beds and toilet positioned so as not to face the direction of Mecca.
9- Bidets in the bathrooms.
10- No gambling in the hotel.
11- Separate recreational facilities for men and women.
12- Appropriate entertainment.
13- No prohibited foods and beverages in the hotel fridge.
14- Islamic funding.
15- The hotel facilities such as spa, gym facilities, and swimming pool, guest and function rooms should be separated.

**Halal food**

There are a lot of verses in the Quran, asking the Muslim to take halal foods such as in Suraht al-Baqarah: 173 and 168. Halal food and drinks are very much concern in Islam because their impact on our mind, heart, and body (Samoriand Sabtub, 2014). The preparations of halal food and hygienic accommodations will give an added competitive advantage to the hotel in attracting the local and foreign tourists, especially those from the Middle East, West Asia and other Islamic countries (Samori and Abd Rahman, 2013).

There are seven basic requirements for the preparation of halal food (Samori and Abd Rahman, 2013; Ab Rahman et al., 2011). They are as follows:
1- Sources of halal food and drinks should be halal animal and plant based not containing ‘najs’.
2- Does not contain any human parts or its derivatives.
3- Are not permitted Slaughtering for example halal and non- halal animals must never
slaughtered together.
4- Product processing, handling and distribution should comply with halal Regulations.
5- Product storage, display and serving for instance equipments, machineries and other
materials used must not be made of non- halal materials.
6-Hygiene, sanitation and food safety should comply with the concept of halal.
7-Packing and labelling must be carefully evaluated by JAKIM.

HalalPackage
The content of the Islamic tour packages must be based on Islamic principles. And should
include visits to the Islamic monuments, mosques and promote event during the Ramadan.
(Akyol and Kilinc, 2014).
Malaysia’s communities interest of halal activity to attract Muslims tourist to come to
Malaysia. The strategy of halal tour package should guide and support tourism related
business development. Muslim tour packages have to offer halal accommodation, food
serves and should provide educational and religious value. Each Muslims travel and tour
trips is include of tour destination with Islamic heritage and in some sectors the tour
include visitation to the local Muslim communities and mosque (Othmanet al., 2016).

Halal Transport (Airlines)
The focus here is on cleanliness, non-alcoholic drinks and publications which are

Halal Finance
The financial resources of the restaurants, travel agencies, the airlines and hotels have to
be harmonising with Islamic principles. The Islamic finance requires participation in
sharing the profit and loss among of all parties (Akyol and Kilinc, 2014).

Halal certificates and logo
"Halal certificate is a document shows that products and services are compliance with
Islamic rules and the life style". There are two types of halal certificate (Akyol and Kilinc,
2014):
   1- Specific product certificate.
   2- The site registration certificate.

Key halal certefiers by region
(Samori and Abd Rahman, 2013; Samori and Sahtub, 2014)
1-Department of Islamic Development Malaysia (JAKIM) in Asia, The responsibility of
this department to check and spread halal awareness among food producers, importers
and distributers including food services, hotels and restaurants. Malaysia is a pioneer
in introducing standards for halal food products, and has a number of laws that
organize halal products and services such as the Trade Descriptions Act 201.
2-Islamic Food Nutrition Council of America (IFANCA) in U.S.A.
3-Halal Food Council of Europe in Europe
4- ISNA in Canada.

Future trends in halal tourism
Destinations, resorts, hotels, airlines, and travel agents should position itself in Halal
tourism market because halal tourism industry could be competitive in the next years. The
Future trends in halal tourism expected to be as follows(Battour et al., 2010; Battour and
Ismail, 2015):
The packages of halal tourism will target European Muslims including Hajj or Umrah, references and visiting Islamic sites and Halal airlines.

Rules and regulations will appear that have to tourism.

It is expected that many Islamic hotel brands of the Grand Hyatt Hotel, Prevent serving alcohol to fit for the needs of Muslim tourists in the Middle East.

Halal tourism will develop according to sharia because foreign tourists have to respect Muslim compliant international standards.

Airlines will introduce a halal flying particularly for Hajj and Umrah as a good business opportunity.

Travel agencies will provide Halal tours to Muslim tourists by focusing on prayer timings in their itinerary, providing of halal food, visits to mosques and Islamic sites accompanied by Muslim tour guides.

There will be a lot of challenges in developing and marketing of halal tourism.

Methodology

Descriptive Analytical method

- This study adopts Descriptive Analytical approach that reviews the current phenomenon of Halal Tourism as it is in the Middle East region with application on Jordan and Egypt, both being promising Halal Tourism destinations.
- The research uses deduction method by measuring application of Halal Tourism principles in the real field.

Data collection

Collecting secondary information from related references and books, while preliminary information obtained through questionnaire forms that were distributed among some of Jordanian and Egyptian hotels, travel agencies and airlines.

Sample and Questionnaire

- The current research depends on the convenience sample for data collection. The questionnaire forms are distributed to 200 subjects in Jordan and Egypt in equal manner. The researchers depend on e-mails and facebook techniques to collect data in Jordan and Egypt.
- The researchers only received 26 forms of questionnaire all from the Jordanian side. They are distributed as: 4 forms from the airlines, 12 forms from hotels, and 10 forms from travel agencies. No responses at all from the Egyptian side.
- The current study uses a questionnaire contains (25) closed questions and (3) open questions for hotels, (13) closed questions and (4) open questions for travel agencies and (10) closed questions and (4) open questions for airlines that relate to the halal tourism in Jordan and Egypt. Moreover, each question is accompanied by blank space for any comments provided by respondents.
- The distribution and collection of questionnaire forms takes 3 months.
- The questionnaire is analysed on the basis of SPSS - V- 22. Techniques of analysis are Frequencies, Mean, S. Deviation, S. Error of Mean, and Chi² Analysis to test significance and crosstab relations.
Findings and dissucssions

Jordanian Airlines

Table 1: SPSS Results for Airlines

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>Std. Error of Mean</th>
<th>Chi2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing about Halal Tourism.</td>
<td>1.14</td>
<td>0.35</td>
<td>0.07</td>
<td>0.12</td>
</tr>
<tr>
<td>Passengers and asking about the Halal Tourism.</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Demand on Halal Tourism.</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Serving Breakfast and Lunch meals during Ramadan.</td>
<td>2.73</td>
<td>0.70</td>
<td>0.15</td>
<td>0.49</td>
</tr>
<tr>
<td>Serving pork meals on board.</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Serving alcoholic beverages on board.</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Place for praying.</td>
<td>1.27</td>
<td>0.46</td>
<td>0.10</td>
<td>0.21</td>
</tr>
<tr>
<td>Clothes fit with Sharia principles.</td>
<td>1.09</td>
<td>0.29</td>
<td>0.06</td>
<td>0.09</td>
</tr>
<tr>
<td>Fund procedures suitable with Sharia principles.</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Adopting Zakat system match with Sharia principles.</td>
<td>1.23</td>
<td>0.43</td>
<td>0.09</td>
<td>0.18</td>
</tr>
</tbody>
</table>

Table 1 shows some deductions as follows:
- Most of airlines staff does not hear about the Halal Tourism as a new trend. This result is contradictory to words of Battour et al. (2010, P: 262) about Halal Tourism as one of the modern trends in tourism, which emerged considerably in many countries including the Middle East, and later many of countries concerned with this type of tourism.
- All passengers do not ask about Halal Tourism.
- There is no demand on Halal Tourism.
- Nearly all airlines serve breakfast and lunch meals during Ramadan. This result is compatible with what said by Halkias et al. (2014) about hotels as a main provider like airlines.
- All airlines neither serve pork meals nor alcohol beverages on board. This result is agree with Akyol and Kilinc (2014).
- A few of airlines specify a place for praying.
- Clothes of airlines staff do not match with Sharia principles closely.
- All airlines do not follow fund procedures suitable with Sharia principles. This result is paradoxical with speech of Akyol and Kilinc (2014).
- Some airlines adopt Zakat system match with Sharia principles.
- In all answers of respondents, there is no dispersion among points of view (Std. Deviation degree is less than the whole one). Furthermore, all results are compatible for the real situation of airlines operating in Jordan and we can depend on them and be used for further studies (Std. Error of Mean degree is less than whole one).
- There are some elements that the type of airline has an effect on response of respondents at 5 % significance degree. Other elements are not.

Jordanian Travel Agencies

Table 2: SPSS Results for Travel Agencies

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error of Mean</th>
<th>Sig. Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing about Halal Tourism.</td>
<td>2.95</td>
<td>0.21</td>
<td>0.05</td>
<td>0.05</td>
</tr>
<tr>
<td>Knowledge about countries providing Halal Tourism.</td>
<td>2.95</td>
<td>0.21</td>
<td>0.05</td>
<td>0.05</td>
</tr>
</tbody>
</table>
Table 2 provides us with details about the real situation about the Jordanian travel agencies. Most results are in fit with (Chanin et al., 2015) and (Akyol and Kilinc, 2014), bout Halal package of tourism services. The field results are shown below:
- Closely staff of travel agencies hears about the Halal Tourism and knows about countries providing Halal Tourism.
- Rarely guests ask about Halal Tourism.
- Seldom travel agencies conduct tourism programs in light of Sharia principles.
- Hardly there is a demand on Halal Tourism.
- Most of travel agencies seek for places those serve breakfast and lunch during Ramadan.
- Scarcely travel agencies request neither places provide Pork meals nor places provide alcoholic beverages.
- Somehow travel agencies solicit for places and time for praying.
- To some extent travel agencies are obliged to Sharia principles regarding clothes of their staff.
- Completely travel agencies do not follow fund procedures pertaining to Sharia principles. However and exceedingly travel agencies adopt Zakat according to Sharia principles.
- In all answers of respondents, there is no dispersion among points of view (Std. Deviation degree is less than the whole one). Furthermore, all results are compatible for the real situation of airlines operating in Jordan and we can depend on them and be used for further studies (Std. Error of Mean degree is less than whole one).
- There are some elements that the type of a travel agency has an effect on response of respondents at 5 % significance degree. Other elements are not.

**Jordanian Hotels**

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error of Mean</th>
<th>Sig. Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourists and asking about Halal Tourism.</td>
<td>1.36</td>
<td>0.79</td>
<td>0.17</td>
<td>0.62</td>
</tr>
<tr>
<td>Organizing tours in light of Halal Tourism.</td>
<td>1.50</td>
<td>0.86</td>
<td>0.18</td>
<td>0.74</td>
</tr>
<tr>
<td>Demand on Halal Tourism tours.</td>
<td>1.14</td>
<td>0.35</td>
<td>0.07</td>
<td>0.12</td>
</tr>
<tr>
<td>Pursue for places provide breakfast and lunch during Ramadan.</td>
<td>2.73</td>
<td>0.70</td>
<td>0.15</td>
<td>0.49</td>
</tr>
<tr>
<td>Pursue for places provide Pork meals during Ramadan.</td>
<td>1.14</td>
<td>0.35</td>
<td>0.07</td>
<td>0.12</td>
</tr>
<tr>
<td>Pursue for places provide alcoholic beverages.</td>
<td>1.23</td>
<td>0.43</td>
<td>0.09</td>
<td>0.18</td>
</tr>
<tr>
<td>Availability of places for praying.</td>
<td>1.86</td>
<td>0.35</td>
<td>0.07</td>
<td>0.12</td>
</tr>
<tr>
<td>Availability of time for praying.</td>
<td>1.86</td>
<td>0.35</td>
<td>0.07</td>
<td>0.12</td>
</tr>
<tr>
<td>Clothes fit with Sharia principles.</td>
<td>1.86</td>
<td>0.35</td>
<td>0.07</td>
<td>0.12</td>
</tr>
<tr>
<td>Fund procedures according to Sharia principles.</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Adopting Zakat according to Sharia principles.</td>
<td>2.73</td>
<td>0.70</td>
<td>0.15</td>
<td>0.49</td>
</tr>
<tr>
<td>Aspect</td>
<td>Score</td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------</td>
<td>-------</td>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Hearing about Halal Tourism.</td>
<td></td>
<td>1.86</td>
<td>0.35</td>
<td>0.07</td>
</tr>
<tr>
<td>Tourists and asking about Halal Tourism.</td>
<td></td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Providing breakfast and lunch during Ramadan at the hotel.</td>
<td></td>
<td>3.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Serving pork meals in the hotels.</td>
<td></td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Serving Alcohol and wine in the hotel</td>
<td></td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Playing gambling in the hotel.</td>
<td></td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Service of night club and disco.</td>
<td></td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Separated haircut places for men and women.</td>
<td></td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Separated swimming pools for men and women.</td>
<td></td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Deserved T.V channels.</td>
<td></td>
<td>3.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Existence of Qeblat direction in public paths of the hotels.</td>
<td></td>
<td>2.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Existence of Qeblat direction in rooms of the hotels.</td>
<td></td>
<td>3.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Existence of praying rug in rooms of the hotels.</td>
<td></td>
<td>3.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Koran and interpreted Koran in rooms of the hotels.</td>
<td></td>
<td>3.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Masjid for praying</td>
<td></td>
<td>2.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Decoration shows human features and doesn’t fit with Sharia principles.</td>
<td></td>
<td>3.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Rooms or floors for unmarried men.</td>
<td></td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Rooms or floors for unmarried women.</td>
<td></td>
<td>3.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Beds are arranged compatible with Qeblat.</td>
<td></td>
<td>2.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Staff clothes in fit with Sharia principles.</td>
<td></td>
<td>3.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Staff of men for men and staff of women for women.</td>
<td></td>
<td>1.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Fund procedures in touch with Sharia principles.</td>
<td></td>
<td>3.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Adopting Zakat system.</td>
<td></td>
<td>2.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Table 3 displays some specifics about Jordanian hotels which are matching with literature review about characteristics of sharia compliant hotels (Halkias et al., 2014, P; Samori and Sabtub, 2012; Razalli et al., 2012; Samori and Abd Rahman, 2013; Battour et al., 2014; Ezzat et al., 2014; El-Gohary, 2015). The following are most important findings about hotels from the field study:
- Somehow staff of hotels hears about the Halal Tourism and do not know about countries providing Halal Tourism.
- There are no guests who ask about Halal Tourism.
- All hotels provide breakfast and lunch during Ramadan.
Whole hotels provide neither pork meals nor alcoholic beverages, playing gambling, night club and disco, separated haircut places for men and women, nor separated swimming pools for men and women.

In all hotels there are deserved T.V channels, existence of Qeblat direction in rooms of the hotels, existence of praying rug in rooms of the hotels, rooms or floors for unmarried women, staff clothes in fit with Sharia principles, and fund procedures in touch with Sharia principles. Seldom travel agencies conduct tourism programs in light of Sharia principles.

Somehow hotels solicit for existence of Qeblat direction in public paths of the hotels, masjid for praying, beds are arranged compatible with Qeblat, and obligation to Zakat requests.

Completely hotels do not direct staff of men for men and staff of women for women.

In all answers of respondents, there is no dispersion among points of view (Std. Deviation degree is less than the whole one). Furthermore, all results are compatible for the real situation of airlines operating in Jordan and we can depend on them and be used for further studies (Std. Error of Mean degree is less than whole one).

All elements except one that the type of a hotel has an effect on response of respondents at 5 % significance degree.

Results of Open-ended questions are as follows:

- Other Islamic semblances provided by the airlines are: charitable food tables, travel rituals.
- Passengers don't ask for Sharia features at all.
- For Jordan and Egypt as promise markets for Halal Tourism: This matter is not of concern and doesn't make any sense for all of passengers. This due to passengers who seek pleasure and entertainment not for halal experience.
- Regarding for challenges of Halal Tourism in Jordan and Egypt, there are no specific related to this new trend of tourism. However, there are general obstacles such as high prices, missing of security, and the political climate.

**Egyptian travel agencies, hotels, and airlines**

- The authors use e-mails and websites of 100 –subject sample. The distribution of the Egyptian sample is 10 airlines, 40 travel agencies, and 50 hotels scattered in allover Egypt.
- There is neither answer nor cooperation from the Egyptian side.
- Based on what mentioned in the review of the current study, that there is a study indicated to the ranking of countries as halal friendly destinations for the year 2012 As follows: Malaysia, Egypt, United Arab Emirate, Morocco, Tunisia, Jordan, Brunei, and Qatar (Chandra, 2014). Also, by using Delphi Technique for the three authors, we can decide that hotels, travel agencies and airlines operating in Egypt are equal or fit with Halal Tourism principles as in the case of Jordanian airlines, travel agencies, and hotels.

**Conclusion**

The Halal Tourism is a new trend in the tourism market. It's economic and social benefits are very high as previous mentioned in the review of this study. The current study sheds light on the areas of commitment towards Halal Tourism at hotels, travel agents, and airlines operating in both Jordan and Egypt. However, and according to respondents’ point of view, there are general challenges those confront Jordan and Egypt as Halal Tourism
destinations including high prices, missing security and the political issues. The Jordanian main providers for tourism services (airlines, hotels, travel agencies) are the best in giving information about the field status about the Halal Tourism.

The current study recommends the following ideas for Halal Tourism:

- The formation of a specialized committees under supervision of the Minister of Tourism in both Jordan and Egypt in order to establish and apply the principles and practices of Halal Tourism in the tourism industry.
- Preparing a pilot project and an action plan for the airlines, travel agencies and hotels establishments in how to apply the principles and standards of Halal Tourism.
- Establishment of a unit specializing in the rehabilitation of tourism enterprises and the granting of certificates to the best properties in the application of Halal Tourism.
- Holding sessions and training courses about the concept of Halal Tourism and how to apply the standards and principles associated with it.
- Proposed inclusion decision entitled "Halal Tourism" within the internal regulations of the faculties and institutes of tourism and hotels in both Jordan and Egypt.

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