

## PROSPECTS OF BANGLADESH AS A HALAL TOURISM DESTINATION

### PROSPEK BANGLADESH SEBAGAI DESTINASI PARIWISATA HALAL

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Md. Tariqul Islam\*

School of Hotel Management and Tourism  
Lovely Professional University, Punjab (India) -144411  
ORCID ID: 0000-0002-7367-2989

\*Corresponding author: tariqulislamtonmoy812@gmail.com

#### ABSTRACT

Halal tourism has opened a new horizon in the world tourism industry, both Muslim as well as many non-Muslim countries are showing their enthusiasm in Halal tourism. Bangladesh is the fourth largest Muslim populated country and the home of many Muslim architectures. Therefore, there is immense potential for Halal tourism in this country. The objectives of this study are to analyze the prospects of Bangladesh as a destination of Halal Tourism by identifying the strengths, weaknesses, opportunities, and threats (SWOT) of Halal tourism in Bangladesh. To meet the objectives of this research both qualitative and quantitative methods have been used. This study is a descriptive study with SWOT analysis. The majority of the data have been collected by the qualitative method from the existing literature and a survey on 93 people was conducted in the quantitative method. The result shows that Bangladesh is a promising country in the Halal tourism industry but it has some barriers too, which can be overcome by taking some effective initiatives on making a marketing strategy, arranging halal tourism campaigns to increase awareness, providing training for producing skilled manpower.

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

#### ABSTRAK

*Pariwisata halal telah membuka cakrawala baru dalam industri pariwisata dunia, baik negara Muslim maupun non-Muslim menunjukkan antusiasme mereka terhadap pariwisata halal. Bangladesh adalah negara berpenduduk Muslim terbesar keempat dan banyak arsitektur Muslim berasal dari negeri tersebut. Oleh karena itu, potensi wisata Halal di negeri ini sangat besar. Tujuan dari penelitian ini adalah menganalisis prospek Bangladesh sebagai destinasi pariwisata Halal dengan mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman (SWOT) pariwisata Halal di Bangladesh. Penelitian ini menggunakan metode kualitatif dan kuantitatif. Pendekatan yang digunakan adalah analisis deskriptif dengan alat analisis berupa analisis SWOT. Data kualitatif diperoleh dari kajian pustaka, adapun data kuantitatif diperoleh melalui proses survei kepada 93 responden yang terkait. Hasil penelitian menunjukkan bahwa Bangladesh merupakan negara potensial dalam industri pariwisata halal, akan tetapi memiliki beberapa hambatan. Alternatif solusinya adalah mengambil beberapa inisiatif efektif dalam membuat strategi pemasaran, mengatur kampanye pariwisata halal untuk meningkatkan kesadaran, memberikan pelatihan untuk menghasilkan tenaga terampil.*

**Kata kunci:** *Pariwisata halal, Bangladesh, Analisis SWOT.*

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## INTRODUCTION

The tourism industry has become a significant source of revenue for almost every country over the world. The direct contribution to the gross domestic product of the travel and tourism industry in 2017 amounted to \$2.5% (3.2% of total GDP), according to the World Travel and Tourism Council and that statistic has been projected to grow to \$3.8 trillion (3.6% of total GDP) by 2028 (Ainin, Feizollah, Anuar, & Abdullah, 2020). Halal tourism is one of the new forms of tourism which is expanding rapidly and it is considered as one of the fastest-growing segment of tourism, apart from the Muslim countries, many non-Islamic countries are showing their interest in Halal Tourism as well because of its progressive and flourishing market (Anowar & Abud, Prospects and Potentials of Halal Tourism Development in Bangladesh, 2018). Malaysia and Indonesia are holding the top position among OIC listed countries with 78 point on the other hand among non-OIC countries Singapore is holding the top position with 65 points in Global Muslim Travel Index (GMTI) 2019 (CrescentRating, 2019), another report of MasterCard and Crescent Rating (2019) by 2026, 230 million Muslim tourists would embark in tourism which would give a job of \$300 billion in the global economy. Because of the rapid progression of the Muslim travel market globally, it was assumed that by 2020 the Global Muslim travelers are expected to increase to 168 million (Addina, Santoso, & Sucipto, 2020) global valuation of the halal travel industry will rise to \$233 billion (Rehman, 2019) and that shows the lucrativeness and optimistic sight of Halal Tourism in the world tourism market. Tourist behavior and attitudes and the overall activities of tourist are influenced by the demographic factors of a tourist (Rhama, Doddy, & Alam, 2017) and religious factors are considered one of demographic factors, Halal tourism package is tailored concerning the matter of Muslim traveler needs and demand which includes the Muslim friendly environment, accommodation, food as well as financial activities too (Rehman, 2019). However, with the growth in the emerging tendency of making holidays globally among the Muslim travelers to start exploring the globe due to the potential impacts for Halal tourism have been developed (Asad, Noriah, & Bader, 2016).

Bangladesh is a place of beautiful landscapes, although this country is small in size, it's been equipped with a variety of tourist destinations like hills, sea beaches, islands, heritage sites, biodiversity, and also a very vibrant and well-known for art and heritage (Islam, 2018). Bangladesh is a member of OIC (Organization of Islamic Cooperation) since 1974 and the world's 4th largest Muslim populated country, according to the report of World Population Review (2020) Bangladesh is the 8th largest country in terms of the number of population. Bangladesh is one of the members of the top 20 Muslim-friendly tourist destinations sharing 17th position in the GMTI list with having 56 points along with Lebanon and Algeria (CrescentRating & Mastercard, 2019). The Islamic vestige such as mosques, shrines, Muslim archaeological sites are found in every city in Bangladesh Country's capital Dhaka is called 'The City of Mosque' where around 5 million Muslim people gathered to pray each year (Anowar & Abud, Prospects and Potentials of Halal Tourism Development in Bangladesh, 2018) which is called 'Bishwa Ijtema', one of the largest Muslim's gathering after the Hajj in Mecca. So Bangladesh has a tremendous potential to develop as a Halal Tourist destination, though it is continuing the development but the development requires to be accomplished swiftly and precisely. The objective of this study is to analyze the prospects of Bangladesh as a Halal Tourism destination by identifying the strengths, weaknesses, opportunities, and threats of the potential of Halal tourism in Bangladesh.

## LITERATURE REVIEW

### Concept of Halal Tourism and Islamic Tourism

The terms Halal is an Arabic word which means lawful or permitted, According to the Islamic Council of Victoria (2020) Halal are those things which are free from any activities that are strictly forbidden to the Muslim according to the law of Islam called Sharia, another author Blackler *et al.*, (2016) defined Halal are those things what are helpful but not harmful for Muslims. Halal is synonymous not only with foodstuffs but also with non-food products. These include beauty products, medical goods as well as leather accessories, perfumes, finance, leisure- pleasure, tourism, and transport services (Junaidi, 2020). Islam has a significant effect on the daily life of a Muslim also has an impact on their perception regarding tourism and travel. Due to the growth of Muslim populations globally Halal has become a key concern to the tourism stakeholders. Halal tourism is a form of tourism which is customized for Muslim tourist who follows the rules of Islam, Battour (2015) stated that Halal Tourism is any types of touristic activities which are grantable according to the law of Islam that are used by the Muslim in Tourism industry. Halal tourism is principally associated with Muslim oriented tourism, which is suitable for identifying Muslim desires, as per Islamic law, where sharia law would be followed by the tourist with the smoothed by the hosts of the destination, offering halal goods and services necessary for Muslim tourists (Asad, Noriah, & Bader, 2016)

**Table 1.** Concept of Halal Tourism

Source	Concept of Halal Tourism
(Ryan, 2016)	Halal tourism is to travel for leisure, pleasure, recreational and social purposes with keeping the faith in the Islamic religion.
(Gordana, 2014)	Halal tourism follows the rules of Sharia which determines the activities what is acceptable and what is unacceptable.
(El-Gohary, 2016)	Halal tourism is considered as a new concept which is associated with Halal and a subsection of religious tourism.
(Faulina, 2020)	Halal tourism is a blanket term which covers the activities and products of tourism

Suid *et al.*, (2017) has reviewed the past literature where they have found that Muslim generally do practice two kinds of touristic activities; one is a pilgrimage which is called Hajj and Umrah held at Mecca and Medina, and another one is made with the combination of religious and leisure tourism which is mainly an altered touristic form of pilgrimage. In the present world, Islamic tourism has made its own address as a new tourist destination. 54 Islamic countries around the world are situated in different parts of the world and this tour is crossing its border and expanding its boundary (Anowar, Chamhuri, Shaharuddin, & Rabiul, 2011). The term Halal Tourism and Islamic Tourism are sounds similar but they both are different from each other and it's not defensible to use both terms at the same time (Rehman, 2019). For characterizing the phenomena in academia the term Halal Tourism is less briefly than Islamic Tourism (Erhan Boğan, 2017).

**Table 2.** Concept of Islamic Tourism

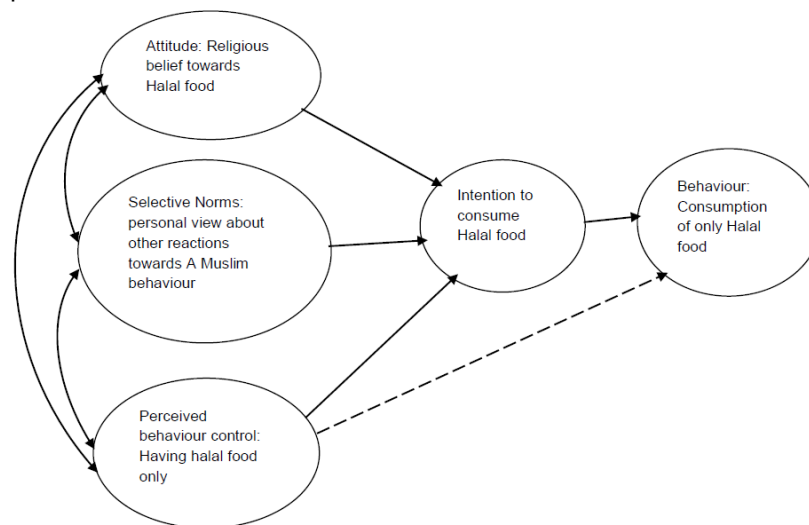
Source	Concept of Islamic Tourism
(Ryan, 2016)	"Islamic tourism" refers primarily to religious and pilgrimage- related travel and involves acts of faith related to the Islamic religion.
(Soydas, 2020)	Islam tourism is a tourism activity that is driven by most Muslims where touristic products are designed according to the rules of Islam

(Niyaz Gabdrakhmanov, 2016)	Islamic tourism is the result of a cross between hedonic tourism conception and real Qur'anic pilgrimage.
(Ahmad Yunus Mohd Noor, 2017)	Islamic tourism is not only about visiting religious places for pilgrimage but also it is an activity that has the goals and objectives to be accomplished in terms of physical, social, and spiritual goals

### Religious belief affecting tourist behavior

According to World Population Review Bangladesh (2020) is a country which is having 165 million and out of them 89.1% are Muslims and rest of all are from others religion and the Muslim of Bangladesh has respect and belief on religion as well as they have a very good attachment with Islam (Huque & Akhter, 1987). Beliefs which are broadly received become a part of the culture and society which has a strong impact on behaviors, attitudes, and actions (Vajpayee 2016) and religion is a prime hub where the beliefs grow as religion influence to change the individual's behavior through positive and negative reinforcement. The religious belief of Muslim Bangladesh influence in domestic tourist behaviour and because of that people will be more attracted to follow the rules of Islam while travelling. After creating a good environment of Halal tourism by domestic tourist then it will be much easier to promote Bangladesh as a halal tourist destination.

Ratnasari *et al.*, (2020) researched the emotional experience on the behavioral experiences and there they found that Halal certification of any food does not have any impact of customer satisfaction but it influences the behavioral intention of a customer and Shariff and Norenzayan (2011) conducted a research where they found People are more inclined to act in a virtuous or ethical way while they trust in frightening and punitive spiritual agents. Amat *et al.*, (2014) conducted on research on 120 consumers on the perception towards purchasing halal food product where they found four factors which influence the perception of consumers and religious values are one of them. Religious belief has a strong interaction with Tourist behavior. Haddad *et al.*, (2019) in their study explained individual behavior influenced by religious beliefs through the Theory of Planned Behaviour (Figure: 1) which is formed by attitude, subjective norms, and perceived behavior.



**Figure 1.** Halal food (Rafa, Salem, & Ayman, 2019) and Theory of Planned Behavior (Ajzen, 1991)

### Demands of Muslim Travellers

Recently there has been a developing consciousness among the Muslims to choose halal options for their requirements from the general options which are offered currently that is why there some non-Islamic countries who are providing Muslim friendly environment to the Muslim tourists are facing some problems. In many country's Halal foods are provided by restaurants and prayer spaces have been allotted to the airport as well (Mohamed Battour M. N., 2014) (Ma'ruf, 1989) (National, 2014). Halal hotel, food, and Muslim-friendly airport, mobile apps are some basic requirements of a Muslim traveler (Rehman, 2019).

### Halal hotel and food

Boğan (2020) defined Halal hotel as a hotel who is running its operation abide by the law of Islam and that types of the hotel can be called the sharia-compliant hotel, Muslim-friendly hotel, Islamic hotel, halal hotel in the global perspective, these types of the hotel can be called as conservative hotel, non-alcoholic hotel, halal-concept hotel, modest hotel, and Islamic hotel also (Dogan, 2008). Fatimazahra & Elhoussain (2019) have mentioned some characteristics of a Muslim friendly hotel in their paper, these are;

**Table 3.** Characteristics of Muslim friendly hotel

<b>Muslim-friendly hotel room should have:</b>	<b>Muslim-friendly hotel services include:</b>
Right timetable for prayer	Verified Halal food/kitchens
Proper direction to Qibla	Excellent-trained staff about Muslim culture
Piece of the mat for prayer	Feminine staff for female
Right schedule for prayer	Separate floor for male/female/family
Pleasant family view	Different schedule for in swimming pool/gym for man and women
Water usage-friendly washroom	A particular place for prayer
Non-alcoholic beverages in the fridge	Amenities for Ramadan

Source: (Fatimazahra and Elhoussain 2019)

### Muslim friendly airport

The airport is an important element for the tourism industry and while building an airport almost every Muslim country makes it Muslim friendly by keeping the place for prayers, catering halal food and with the increasing of Muslim outbound tourist many non-Muslim countries also making their airport Muslim friendly. Some Muslim friendly airports in non-OIC countries as follows;

**Table 4.** List of muslim friendly airport

<b>Airports</b>	<b>Facilities for Halal Tourist</b>
Changi International Airport, Singapore	Separate Muslim prayers room and wudu facilities for male and female, Halal dining
Tambo International Airport, Johannesburg	24/7 open Muslim prayers room, separate facilities for Jumu'ah salat (Friday Prayer) for male and female
London Heathrow Airport, UK	Muslim prayers room, facilities for Jumu'ah salat, Halal dining option
Colombo Bandaranaike International Airport, Sri Lanka	Separate Muslim prayers room for male and female
Munich "Franz Josef Strauss" Airport, Germany	Muslim prayers room with prayer rugs and copy of Quran
John F. Kennedy International Airport, New York	Separate prayer room for males and females, Jumu'ah Salat performed on every Friday and during Ramadan, dates, water and other snacks are provided for Iftar (Meal eaten during Ramadan by Muslims after sunset) in certain waiting areas

Melbourne Airport, Australia	Separate Muslim prayers room and wudu (ritual washing) facilities for male and female, Halal dining
Hong Kong Chep Lap Kok International Airport, China	A Halal-certified restaurant, Two Muslim prayer rooms, and wudu facilities
Manchester Airport, UK	Two 24/7 open multi-faith prayer rooms with wudu facilities, Provide religious dress changing facilities, and supply extra Irahms (special cloths wearing for Hajj purpose only) during Hajj
Suvarnabhumi International Airport, Bangkok	Muslim prayers room, facilities for Jumu'ah salat, Halal dining option
Narita International Airport (Japan)	Muslim prayers room

Source: (CrescentRating, Top 10 Halal Friendly Airports - Non OIC Countries)

### Muslim friendly mobile apps

Finding a place where Halal food is served in a non-Muslim country is a difficult task (Rafa, Salem, & Ayman, 2019) and Melissa *et al.*, (2003) conducted a research where they found due to the difficulties in finding Halal food in New Zealand the Muslim tourist used to cook their own food, that scenario will be same in almost every non-Muslim country, To get back from this issue Muslim tourists requires a Muslim a mobile app which is Muslim friendly and keeping it on concern Tourism Authority of Thailand has launched a Muslim friendly mobile app which will be used by the find out the hotels, restaurants, and shopping mall with prayer rooms and halal food (Reuters, 2015).

### METHODOLOGY

A mixed-mode method quantitative and qualitative method has been used to meet the objectives of this study. Qualitative method: The study is a descriptive study and the majority of the data was collected from the secondary sources which the base of this study and it includes the existing literature such as published journal article, newspaper, websites of Bangladesh tourism board, bureau of statistics and different annual reports of Muslim traveler. Quantitative method: Quantitative method refers to the primary data and it was collected by doing an online survey. The questionnaire was circulated through social media and got the respondents from different demographic profiles and those data have been analyzed by using MS Excel software.

The sample size and the population: The sample of this research has been taken from an online tour group of Bangladesh where people from different backgrounds exist. A questionnaire was circulated to 178 people who are a mainly frequent traveler and out of them 93 responses were received.

**Table 5.** Demographic profile of the respondents

Age		Occupation		Level of Education	
Below 25	52	Student	37	Graduation	26
25-40	30	Job	33	Post-graduation	46
40+	11	Others	23	Others	21
Total	93	Total	93	Total	93

### DISCUSSION AND FINDINGS

#### Halal Tourism in Bangladesh

Tourism is a very blooming and promising industry for Bangladesh. Bangladesh is called the land of natural beauty and the home of the world largest sea beach named Cox's Bazar, the largest mangrove forest named Sundarban, Historic Mosque City of Bagerhat which is a UNESCO world heritage site, apart from these attractions this country has been blessed with many tourism resources. According to Anowar

& Abud (2018), there are almost 1015 mentionable tourist destinations are available around the country. There is no particular concentration of tourist spots in Bangladesh rather than they are spread across the country. Table 6 represents the list of some renowned and most visited tourist places according to the division;

**Table 6.** List of tourist place in Bangladesh

Division	Location	Tourist Place
Dhaka	Capital City	Ahsan Manzil, Lalbagh Fort, Sonargoan, Bhawal National Park
Chattogram	Southern	Cox's Bazar, St. Martin Island, 3 hill districts (Bandarban, Rangamati, Khagrachari)
Rajshahi	Northern	Puthia Rajbari, Sompur Mahavihara, Mosthan Garh, Varendra Research Museum, Bagha Shahi Mosque, Choto Sona Masjid
Khulna	Southwest	Sundarban, Sixty Dome Mosque, Shilaidaha Kuthibari
Barishal	Southwest	Kuakata Sea Beach,
Sylhet	Northeast	Bichanakandi, Jaflong, Ratargul Swamp Forest, Tea garden, Madhobpur Lake
Rangpur	Northern	Tajhat Palace, Kantajew Temple
Mymensing	Northcentral	Shilpacharya Zainul Abedin Sangrahashala, Hasan Monzil, Modhutila Eco-park, Ghazni Leisure Center, Soshi Lodge, Birishiri

Source: (Bangladesh Tourism Board)

The government of Bangladesh formed a new unit of Bangladesh police called Bangladesh Tourist Police in 2009 with the provision to provide safety and security to the tourist (Bangladesh Tourist Police Official Website, 2020) as well as that unit has launched an app in 2017 called 'Hello Tourist' where the information regarding tourist places and the contact number and address of the police station is available. With the provision of providing safe and secure journeys BRTC (Bangladesh Road Transport Corporation) started operating buses for only women with the invigilation by CCTV in the capital city Dhaka (Sarkar, 2019) and ride-sharing app for women also available to provide a female-friendly ride. Halal tourism is a new horizon for Bangladesh that is why the government of Bangladesh has taken the initiative to preserve Islamic architecture as well which is an important part of Halal tourism, government has proposed a project of 1 cr. BDT for the preservation of Muslim archaeology in six places of Bangladesh (Moretaza, 2019). Bangladesh has a very well prospect in Halal tourism, Bangladesh is one of the top 20 countries on the Global Muslim Travel Index (GMTI) according to the GIEI (Global Islamic Economy Indicator) report (Table 7);

**Table 7.** GMTI report of Bangladesh

Destination	2019 score	2019 rank	Enabling climate	Safety	Faith restrictions
Bangladesh	56	19	21	85	100
Inbound economy	Restaurants	Prayer places	Airport	Unique experiences	Hotel
03	80	100	89	10	45
Ease of Communication	Digital Presence	Outreach	Connectivity	Visa Requirements	Transport Infrastructure
20	31	34	38	61	52

Source: (CrescentRating 2019)

Muslims all over the world want to have holidays in such environments that conform to their thoughts and satisfy their needs. These issues include the availability of halal food and places to perform prayer in hotels and restaurants as well as family-friendly facilities. Halal tourism is a very prospective sector for Bangladesh due to the availability of Halal foods and attractions. The government of Bangladesh has already moved forward to set up a certification board for halal foodstuff to ensure the food has been processed under the proper law of Islam. The demand for Halal food from Bangladesh is increasing by Muslims and non-Muslim countries which makes Bangladesh the fifth largest country in the world market for Halal foods and beverages (Bangladesh Post, 2019). Table 8 presents the data of Halal attractions where it is seen that there are approximately 205 mentionable halal attractions available in Bangladesh which is 20% of the total number of attractions and the Dhaka division has the highest number of halal attractions. Also, Dhaka is declared 'OIC Tourism City 2019' (Moretaza, 2019).

**Table 8.** Number Of Halal Attractions In Bangladesh

Division	Mentionable Tourist Attractions	Halal Attractions	Percentage
Dhaka	300	54	18%
Chittagong	133	24	18%
Rajshahi	128	34	27%
Khulna	160	38	24%
Barishal	74	16	22%
Sylhet	64	7	11%
Rangpur	106	20	19%
Mymensing	50	12	24%
Total	1015	205	20%

Source: (Anowar & Abud, Prospects and Potentials of Halal Tourism Development in Bangladesh, 2018)

The tourism industry has surpassed all other industries in the world already. Howlader (2019), said that tourism has a 2.2% direct contribution to Bangladesh's GDP which was expected to rise 8% by 2020. It has been assumed that the contribution of the tourism industry would be 3.24 million by 2032. Directly 1.18 million and indirectly 2.43 million people are involved with the tourism industry in Bangladesh currently and the number of the participants would be higher with the starting of offering Halal tourism packages to the tourist as it is a new segment of Tourism. The tour operator of Bangladesh can customize the Halal tourism packages (Halal honeymoon packages for a newly married couple) for inbound and domestic tourists as Bangladesh receives a smart amount of tourists from OIC countries. Table 9 shows the number of visitors' arrival from OIC countries where it is noticed that from 2006 to 2014, 270257 visitors have visited which is 13% of total visitors' number.

**Table 9.** List of tourist arrival

Year	No. of Tourists Arrival	No. of Arrivals from OIC Countries	Percentage
2006	200,311	46024	23%
2007	289,110	50291	17%
2008	467,332	19713	4%
2009	267,107	18618	7%
2010	303,000	19915	7%
2011	155,000	22220	14%
2012	125,000	26518	21%
2013	148,000	49238	33%
2014	125,000	17720	14%
Total	2,079,860	270257	13%



Source: (Anowar & Abud, Prospects and Potentials of Halal Tourism Development in Bangladesh, 2018); Adapted from Bangladesh Bureau of Statistics.

Halal tourism is a kind of tourism where it is important to do all kinds of touristic activities by following the rules or laws of Islam called Sharia as well but Bangladesh is a secular democratic country, although the majority follow Islam, Sharia law has not imposed here. The environment of most of the luxury hotels are not halal, separate floor, swimming pool, restaurants for man or women are not available and they are allowed to serve or sell alcoholic beverages, in section 13 of the Act, it is found that one can sell the alcoholic beverages by taking license from Director General of the Bangladesh Department of Narcotics Control (The Daily Star, 2019). As Bangladesh is very new in the Halal tourism market so it is tough to compete with a country like Malaysia, Indonesia, UAE who already holds the top position in the Halal market. Though many OIC countries, as well as non-Muslim countries, are making new policies, marketing strategies to promote Halal tourism for capturing the Halal Tourism market but in Bangladesh, there is no such kind of activity noticed. Very few tour operators are customizing Islamic tour package but the rest of the operators do not have skilled and trained staff to operate Halal Tourism as well as the term Halal is not familiar to the general people. For developing the halal tourism market all the stakeholders must be aware of what Halal tourism is, by quantifying the knowledge and awareness of the people of Bangladesh regarding Halal tourism it will be much easier to take initiatives by the government and the authority because more number of familiar people with knowing about Halal tourism will be resulting in less expenditure of government on providing education and training, organizing campaign for making people aware. A survey was performed among 93 people to observe whether they are familiar/unfamiliar with the term Halal. These 93 people are the most frequent tourist who travel more than 7 times in a year. The aim of this survey was to quantify the awareness of those people who closely related with tourism.

**Table 10.** Percentage of people familiar/unfamiliar with halal tourism

Total	Familiar with Halal Tourism		Percentage of familiar and unfamiliar people	
	YES	NO	Familiar	Unfamiliar
<b>93 People = 100%</b>	12	81	12.90323	87.0967
<b>Total</b>	93		100%	

Source: Field Survey

### Analysis of Halal Tourism in Bangladesh

SWOT analysis is a framework that has been used to analyze the strengths, weaknesses, challenges, and threats of Halal tourism in Bangladesh for determining the country's prospects for Halal Tourism.

#### Strengths of Halal Tourism in Bangladesh

- Availability of Halal food, attractions, and amenities.
- Bangladesh is a land of natural beauty.
- Massive amount of Muslim inhabitants
- Bangladeshi people are hospitable and love to welcome and assist the tourist.
- Received an enormous number of tourists from OIC countries.
- Subsidies from the government for the betterment of the Halal tourism industry.
- Tourist Police to ensure safety and security in the tourist place.

#### Weaknesses (challenge) for Halal Tourism in Bangladesh

- Lack of proper knowledge regarding halal tourism to the common people and the stakeholder of tourism as well.

- Poor marketing strategy for Halal tourism.
- Insufficiency of well trained and skilled manpower to run Halal tourism.
- The elegant hotels are permitted to serve alcoholic beverages and no separate pool area available for males and females that is why it is a little bit tough to provide a halal-friendly environment.

#### **Opportunities for Halal Tourism in Bangladesh:**

- Promoting Halal tourism within the border and outside the border (Halal Honeymoon Packages).
- Positive outlook in the world as a Muslim country.
- Making people aware of Halal tourism by providing bookish and practical knowledge.
- The halal tourism industry will create many employment opportunities.
- Positive image as a Muslim country

#### **Threats of Halal Tourism in Bangladesh:**

- Halal tourists are more interested in well-established Halal Tourism destination like Malaysia, Indonesia
- No specific policies or regulations have been formed for Halal tourism
- Lack of branding Bangladesh as a tourist destination

Bangladesh is very new in the halal tourism market and the availability of halal food & attractions, receiving a large number of Muslim tourist, numerous Muslim inhabitants, and government support by financially and ensuing security make Bangladesh more potential in Halal tourism but the unavailability of skilled manpower, lack of awareness and knowledge of the stakeholders, absence of branding and marketing strategy are pulling the halal tourism industry down and some effective initiatives such as providing training, education, arranging halal tourism campaign can help to develop the halal tourism destination and establish as a halal tourism destination.

#### **CONCLUSION**

Halal tourism has become one of the fastest-growing segments in the global tourism industry, both Muslim and non-Muslim countries are showing their interest in Halal tourism for its prosperous and promising future. Despite having a huge opportunity in Halal tourism because of Muslim infrastructures, Halal food, Muslim friendly environment, Bangladesh has not been able to attract the attention of the world yet in the Halal tourism sector due to some reasons. The masses of this country are not much aware of the advantage and prospects of halal tourism and there is an insufficiency of trained and skilled staff to operate and design Halal tourism. However, it is very possible to solve these problems and established Bangladesh as a Halal tourist destination but for that the government along with the stakeholders must take initiatives on making the masses aware of Halal tourism, formulating proper Halal tourism policy, branding, highlighting, and promoting Halal tourism to get the best outcome.

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