

Halal Tourism Tourist Profile: **Antalya Destination**

2017
HTTP: AD

**HALAL TOURISM TOURIST PROFILE:
ANTALYA DESTINATION
(HTTP: AD)
2017**

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Executive Summary

The promising developments in the Muslim travel market make it remarkable for many tourism destinations. In 2016, 121 million Muslims from all over the world traveled to another country spending \$ 156 billion on these trips. It is estimated that this figure will reach 156 million by 2020, and the expenditure on the Muslim travel market will reach USD 220 billion (Crescentrating, 2017).

The predictions about the Muslim travel market indicate that the market will continue to grow and develop. However, information about tourists who are the most important actors in this market is limited. Therefore, this is the most fundamental reason for conducting this research. In this respect, the main objective of the research is to make a positive contribution to this information limitation by revealing more information about halal tourism tourist profile.

Having reviewed the studies on halal tourism up to now, no other research focusing on the tourist profile was found which contained as much information as this study did. Hence, this study is thought to fill in the gap not only in Turkey but also in the global level. It is in the “pilot scheme” level because it is one of the first in its area. The research data were obtained from only a limited number of participants accommodated in the businesses in Antalya. In addition to the information presented by the study, it is suggested that the research methodology, the detailed information accessed, and the analytical technique are thought to form an experience basis for future studies.

Within the scope of this study, various data were collected on the variables that constitute the various dimensions of tourist profiles of participants who were served in halal concept accommodation businesses in Antalya including the following:

- Demographic characteristics and personal characteristics
- Holiday habits and behaviors
- Destination perception, satisfaction and loyalty
- Belief and tourism behavior interaction
- Level of importance given to halal concept accommodation services

Based on the collected data, this report was prepared to reveal the profile of tourists coming to Antalya destinations.

The data obtained in this study were analyzed only in percentages at the first stage. In the next stage, the attitudes of the participants regarding the dimensions of the tourist profile described above and the explicit and implicit relationships between demographic characteristics and personal characteristics were examined. As a result of the analyses, in addition to the visible characteristics of the tourist profile, in-depth information was obtained regarding a number of implicit characteristics.

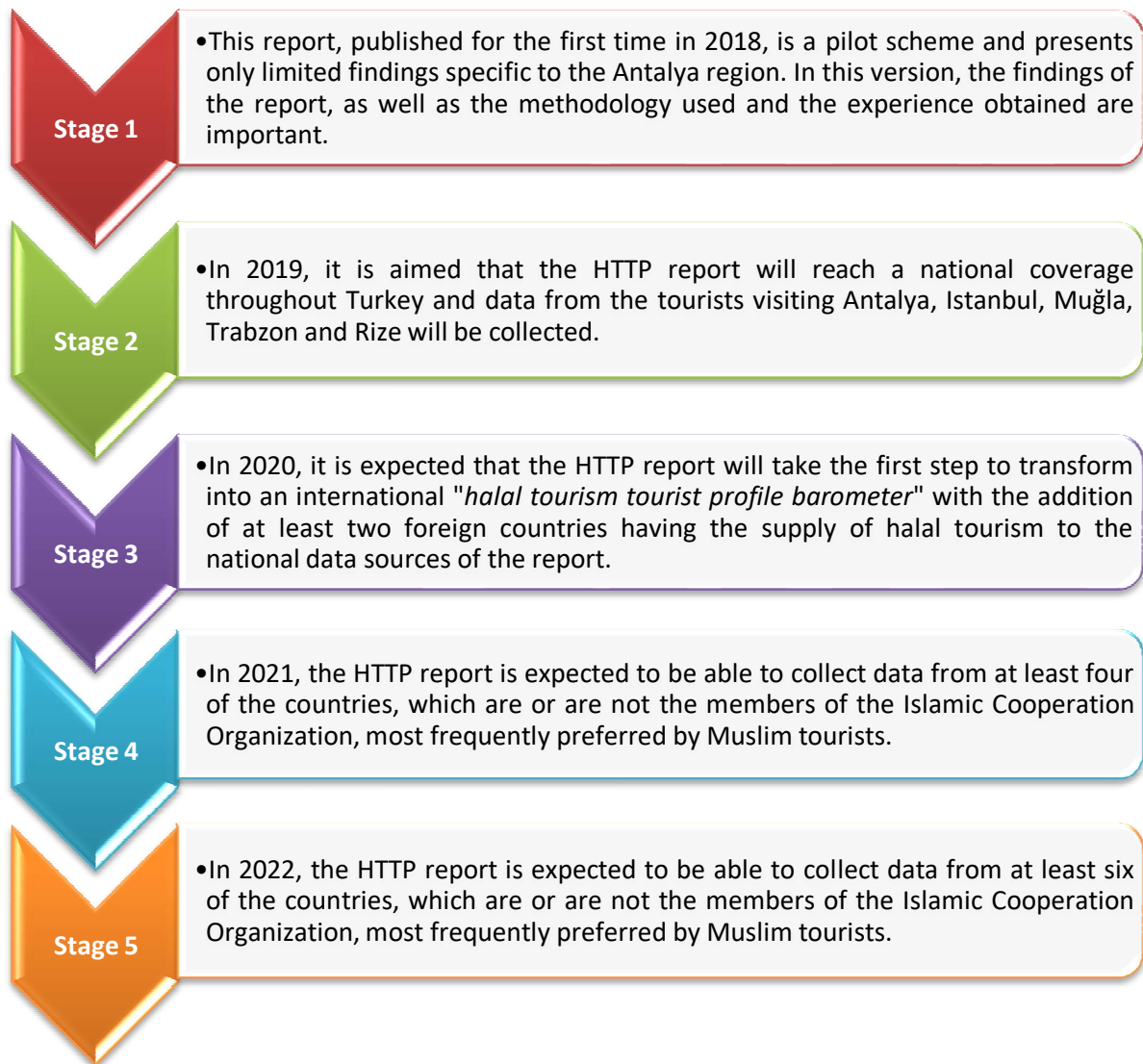
Although the report is at the pilot scheme level, it can provide useful information to the sector professionals in Turkey as well as tourism industry professionals in other countries and academicians working in this area, as it presents valuable information and reveals the neglected aspects of the Halal tourism tourist profile.

Vision of Halal Tourism Tourist Profile Report

The vision of this report, conducted with a limited sample who visited the Antalya region in the summer of 2017, is to transform into a barometer that follows the demand for Halal tourism worldwide in five years. This barometer aims to analyze the demand data regularly every year and to bring out critical information that will help the stakeholders of the Halal tourism sector to decide and strategize.

To achieve this vision, a five-stage development process for the "Halal Tourism Tourist Profile" (HTTP) report is planned:

Figure 1: Five-stage development process for HTTP report



1

METHODOLOGY

1.1. Purpose of Research

The main objective of this research is to *determine the profile of tourists getting service from halal concept accommodation businesses in Antalya*. In addition, it was determined as a sub-objective in the study to examine the implicit and explicit relationships between the demographic and personal characteristics of the participants and the dimensions of tourist profiles.

1.2. Significance of Research

When the halal tourism literature was examined, it was not possible to reach any previous studies that examined halal tourism tourist profile with this depth, scope and similar methods. The halal tourism market is constantly developing in Turkey and throughout the world. In this process, it is thought that this study, which produces information about the halal tourism tourist profile, is significant for the tourism sector, academia and other stakeholders of the field.

1.3. Method of Research

This study is a “descriptive research” of the quantitative research methods in terms of its structure. *Descriptive research is the study carried out to identify phenomena, relationships, situations, and events observed by the researcher in relation to a sampling.* (Thomlison, 2001; Rubin & Bobbie, 2008: as cited in: Tripodi & Bender, 2010:120).

1.4. Data Collection Tool

The data regarding the participants were collected with the questionnaire technique. Since no data collection tool could be accessed directly examining the profile of halal tourism tourists in the literature, researchers examined various studies (Albayrak et al., 2011; CBS-Aruba, 2005; US Department of Commerce, 2014; CrescentRating, 2015; Sahilli Birdir, 2015; COMCEC, 2016; CrescentRating, 2016; COMCEC, 2017, CrescentRating, 2017, Tekin & Turhan, 2017) and developed a *halal tourism tourist profile data collection tool*. The

questionnaire included 64 closed-ended and 8 open-ended questions and gathered data about the following items:

- Demographic characteristics and personal characteristics
- Holiday habits and behaviors
- Destination perception, satisfaction and loyalty
- Belief and tourism behavior interaction
- Level of importance given to halal concept accommodation services

In some businesses, questionnaires were answered face to face with tourists, while in some others questionnaires were delivered to the guests at the reception or left in the rooms. The questionnaires were prepared in Turkish, English, Arabic, and French. The data obtained from the closed-ended questions of the study were analyzed using the SPSS 16.0 (Statistical Package for the Social Sciences) package program with quantitative analysis techniques. In open-ended questions, the results obtained are presented in sentences because the quality of the answers is more important than the quantity. The data of the research were collected from five-star accommodation businesses with halal concept operating within the Antalya destination between June and October 2017.

1.5. Research Population and Sample

The research population includes the tourists who stayed at five-star accommodation businesses with halal concept operating in Antalya destination. The main reason for the selection of Antalya destination in this research is that the highest number of halal concept accommodation businesses in Turkey is within the borders of Antalya. According to the report published by Tekin, Turhan & Turhan in May 2017, 29 of 63 halal concept hotels in Turkey (46%) serve in Antalya. The reason for focusing on five-star hotels is that their bed capacity and operating times are more comprehensive than those of other types and classes.

In 2017, there were no official statistics on how many guests were served in the accommodation business in this concept within the province of Antalya, and additionally, no official statistical data on the number of the accommodation businesses in the province borders were reached. However, according to the report published in 2017, there are at least 29 halal concept accommodation establishments within Antalya borders (Tekin, Turhan

& Turhan, 2017: 26). In a study of these businesses, 11 of the 29 hotels were found to be in five-star class.

Although this research aimed to collect data from all of the five-star hotels (11 businesses) at the beginning of the study, only 5 of the hotels permitted the data collection procedure. A total of 2,000 questionnaires translated into 4 languages were distributed to 5 hotels, which granted research permission, between June and October 2017. At the end of the season, only 430 questionnaires were collected back. After excluding the ones that are not appropriate for data analysis, 366 questionnaires remained for the data analysis. Based on this, analysis of the research was carried out through data obtained from 366 questionnaires.

Since there were no statistics on how many tourists were involved in the research population in 2017, a prediction model was developed. For this purpose, the number of beds and the average stay time of the guests were taken into account for the 5 accommodation businesses in which the research was conducted (Table 1). Accommodation establishments in which the research data were collected are among the most well-known hotels in the hospitality sector, which have been serving for many years including the halal concept.

Table 1: Information on the five accommodation businesses with permission to collect data

Hotel	Bed Capacity	Average Stay (nights)
Wome Delux Hotel	1.850	5
Şah inn Paradise	1.400	5
Bera Hotel	1.000	8
Adin Hotel	820	5
Adenya Hotel	800	7
Total	5.870	30
Average	1.174	6

As seen in Table 1, the total bed capacity of the hotels involved in this study is 5.870. Although no official statistics on the total bed capacity of halal concept hotels in Turkey were accessed, it is claimed that the total bed capacity of the businesses that are thought to serve in this concept in Turkey is around 35,000 based on the figures in some tourism-related media (www.turizmaktuel.com, www.turizmguncel.com; as cited in: Tekin & Turhan, 2017). Based on the figure of 35,000, it is seen that about 17% of the bed capacity in the hospitality sector was reached.

According to the data presented in Table 1, it is assumed that every business in the population has an average of 1,174 beds, and each bed has an average of 6 days of stay. In this case, it is estimated that 1,174 people stay in each business every six days. This number is multiplied by the total number of accommodation establishments in the population (11), which means that there are 64,570 tourists staying in one month, 12,914 in every six days. Assuming that all the accommodation businesses in the province were open between 1 March and 1 November during 8 months, it was estimated that the number of tourists stayed at these hotels in the region was 516,560¹.

According to Can (2014: 30), a sample that can represent a homogeneous population with 1 million individuals with 95% confidence and 5% error margin should consist of at least 246 individuals. Considering that the number of individuals reached in this research is 366, it is believed that this sample is quantitative enough to represent the relevant population in terms of mathematical statistics.

Due to the economic and technical difficulties in accessing hotels, the appropriate sampling technique (convenience sampling) was chosen from the non-probability sampling methods. *This sampling technique, also referred to as opportunity sampling or accidental sampling, recommends access to individuals who are easy to contact, reach, and readily available in the study* (Bhattacharjee, 2012: 69).

1.6. Limitations of Research

The limitations of this research, which is a pilot application, are as follows:

- Since the research was carried out only in the destination of Antalya, the findings may not be sufficient to describe the tourists who stayed at halal concept accommodation establishments in other provinces.
- Since the research was conducted during the summer season, it gives information about the profile of the tourists who were on holiday only during this season.

¹It is estimated that the average number of beds of five star-class accommodation establishments serving in the concept of halal tourism within the boundaries of Antalya is actually lower than 1.174 beds. However, in order to maintain the validity of the research, it is assumed that every accommodation in the research universe has such a high bed capacity.

- Because the research was done in only five-star hotels and holiday villages, it may be insufficient to define the profile of tourists who stayed at the other types and classes of accommodation businesses.
- Although the number of participants reached in the research constituted statistical sufficiency, the size of the sample reached for a research in this context may not reflect the data on the field to a sufficient depth.

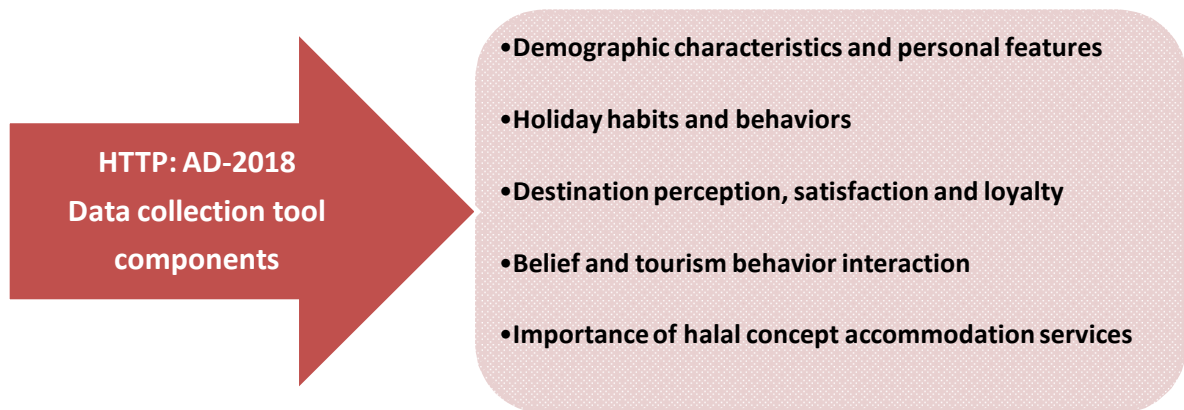
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FINDINGS

2.1. General findings on participants

As stated in the “data collection tool” section of the study, HTTP: AD-2018 Report collected information from the participants in the topics seen in Figure 2. The findings obtained from the research are presented in the order shown in Figure 2.

Figure 2: HTTP: TR-2018 data collection tool



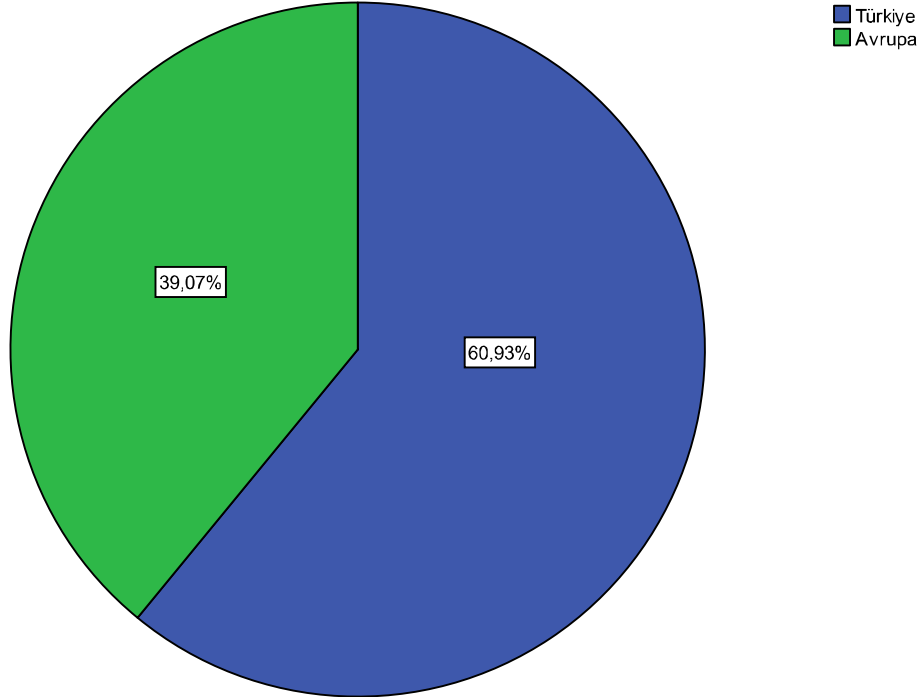
Information on the countries where the research participants lived is presented in Table 2.

Table 2: Geographical distribution of participants' countries

Country	Frequency	%
Turkey	223	60,9
European Countries	143	39,1
Total	366	100,0

As the number of participants reached from other countries and geographical regions is too small to yield statistically significant results, the analyses were conducted only through the data obtained from participants living in Turkey and the European countries.

Chart 1: Geographical distribution of participants' countries



When the participants reached the survey were examined in terms of the geographical regions of the countries and countries where they live, it was found out that a majority of them lived in Turkey and in other words, they are “domestic tourists”. The rest of the participants are from various nationalities living in different countries of Europe with a 39% share.

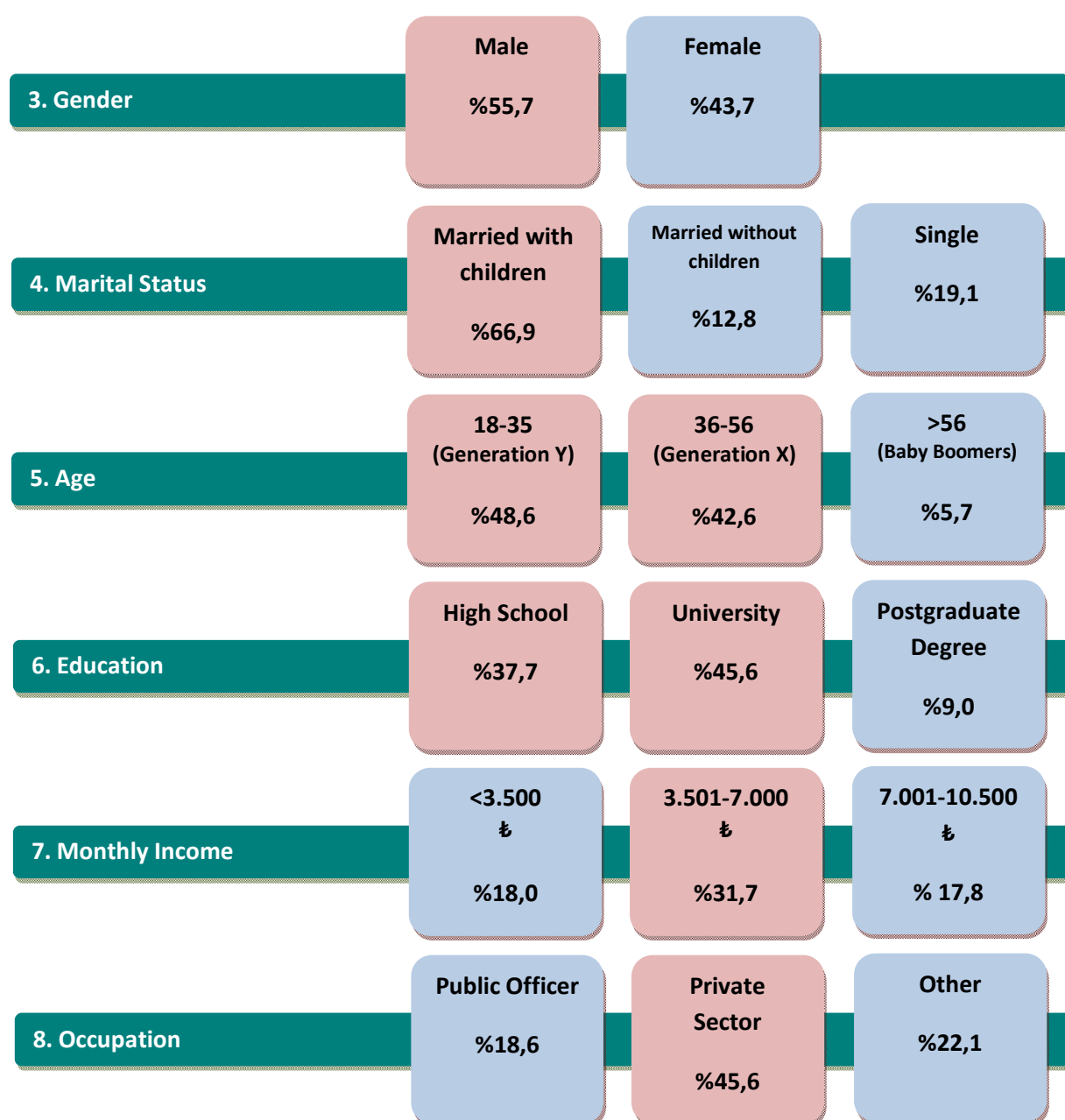
In talks with the sector managers in the region where the study was carried out, it is understood that this finding, which was reached in the survey, coincided with the fact in the field. It is also inferred that halal concept accommodation establishments in Antalya are mainly serving domestic market (especially metropolises such as Istanbul and Ankara) and European tourists, and the main customers arriving from Europe are the Turkish people from European origin (expatriates).

2.2. Detailed findings on participants

2.2.1. Demographic characteristics and personal features

The presentation of the findings included only the first three options with the highest frequency.

Figure 3: Findings on the demographic characteristics and personal features of the participants

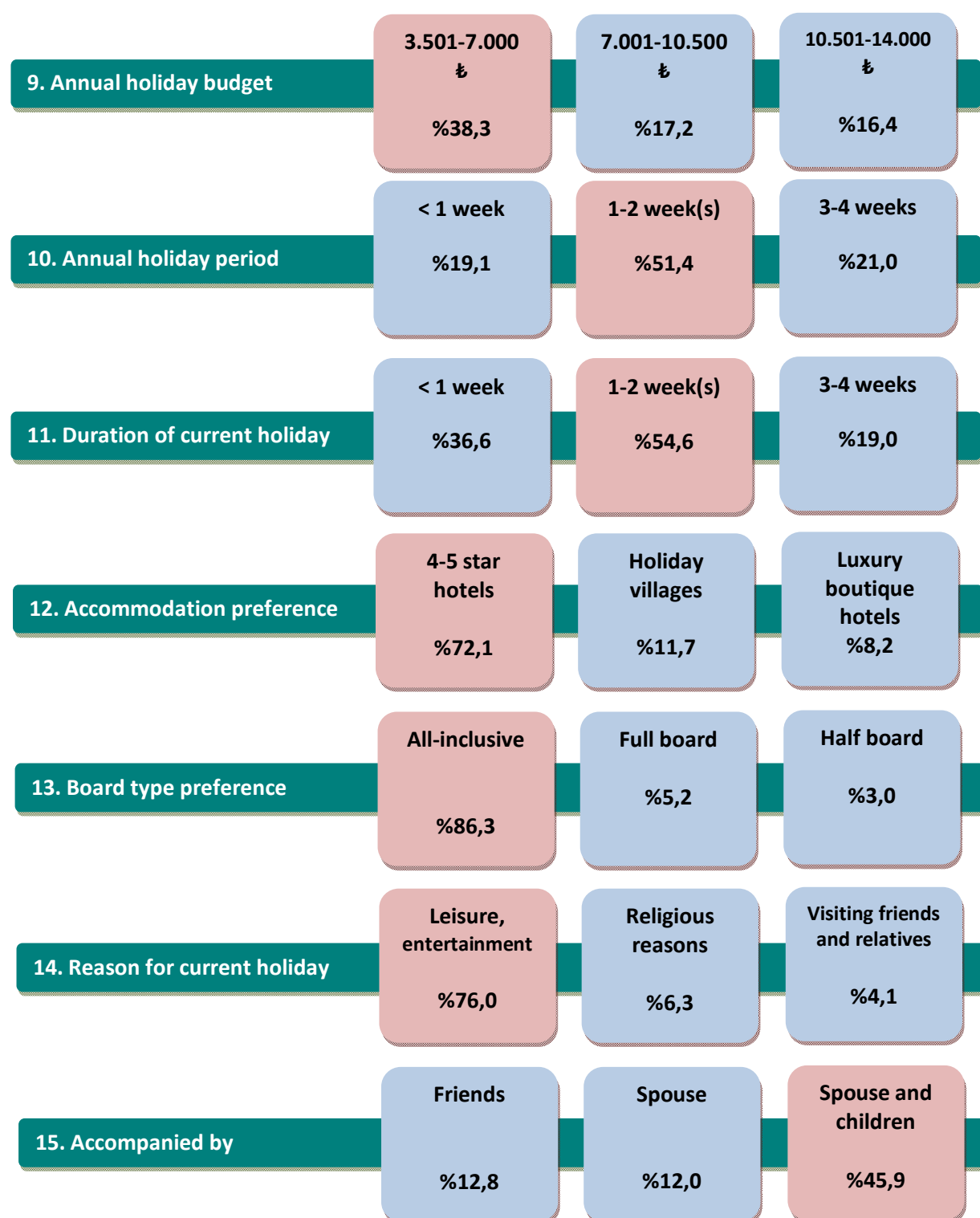


The participants mostly consist of private sector employees who are in the Y and X generation age group (18-56), married with children, and university graduates with monthly income levels of TL 3.501-7.000. (In date of research, July 2017; 1 USD = 3.51 TL).

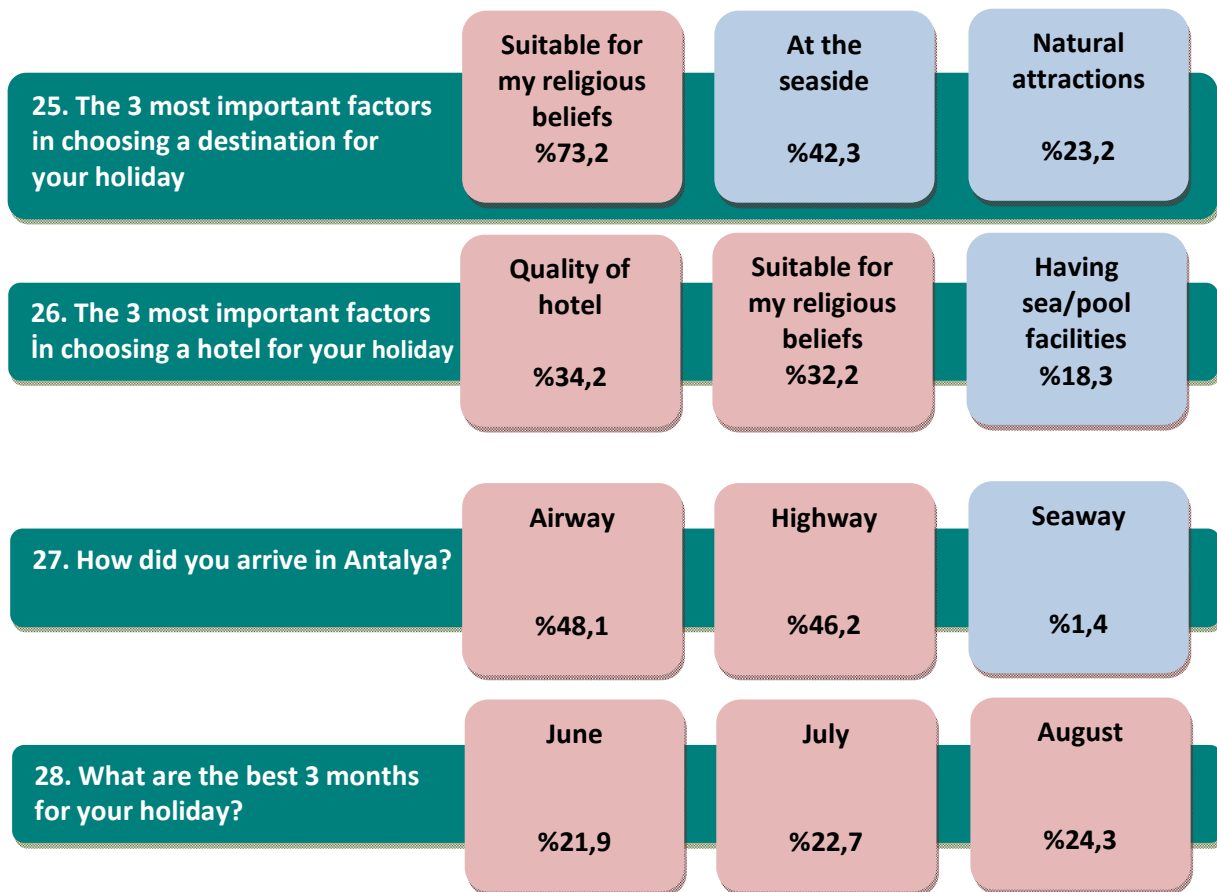
2.2.2. Holiday habits and behaviors

The presentation of the findings included only the first three options with the highest frequency.

Figure 4: Findings on participants' holiday habits and behaviors



16. People with most influence on decisions about holiday city and hotel choice	Spouse %53,0	Relatives %17,5	Children %13,9
17. How did you choose Antalya for your current holiday?	Personel experience %33,1	Advice of relatives %36,9	Information from the Internet %12,0
18. How did you choose this hotel For your current holiday?	Personel experience %27,3	Advice of relatives %36,1	Information from the Internet %16,4
19. How did you book your current holiday?	Travel agency %23,2	Web page of hotel %23,5	By telephone %28,1
20. How long ago did you make your current hotel reservation?	< 15 days ago %19,4	16-30 days ago %21,9	> 90 days ago %19,7
21. How long ago did you decide to have your holiday in Antalya?	< 15 days ago %15,8	16-30 days ago %16,4	Morethan 90 days ago %28,7
22. What are the three activities that you do most during this holiday?	Leisure %57,7	Sea-pool activities %34,4	Sport activities %17,2
23. How many times have you been out of the hotel on this holiday?	Never %23,8	1-3 time(s) %48,1	4-6 times %22,1
24. What activities did you spend most on this holiday, other than hotel and transportation?	Trip %27,9	Entertainment %20,2	Food & Beverage %19,1



The findings of the participants' holiday habits and behavior were evaluated according to the preferences of the majority. Based on these findings,

- Participants allocate between 3.501-7.000 TL annually on holiday. This figure also coincides with the monthly income level of the majority. In other words, the annual holiday budget of most participants is at the level of one month's income. When this finding is evaluated together with the duration of the holiday, it is understood that one month's income is allocated as an average holiday budget of 10 days per year.
- Participants are allocating a period of 1-2 weeks (average 10 days) during the year.
- Participants have an average of 10 days for their current holiday.
- Participants mostly prefer 4-5 star hotels during their holidays. However, it is thought that the fact that this research was carried out mainly in 4 or 5-star hotels might also have an effect on this finding as much as their income levels. It is estimated that this figure can change if the study is conducted including the hotels in other classes and categories.
- The most popular type of boarding for the participants is “all inclusive”.

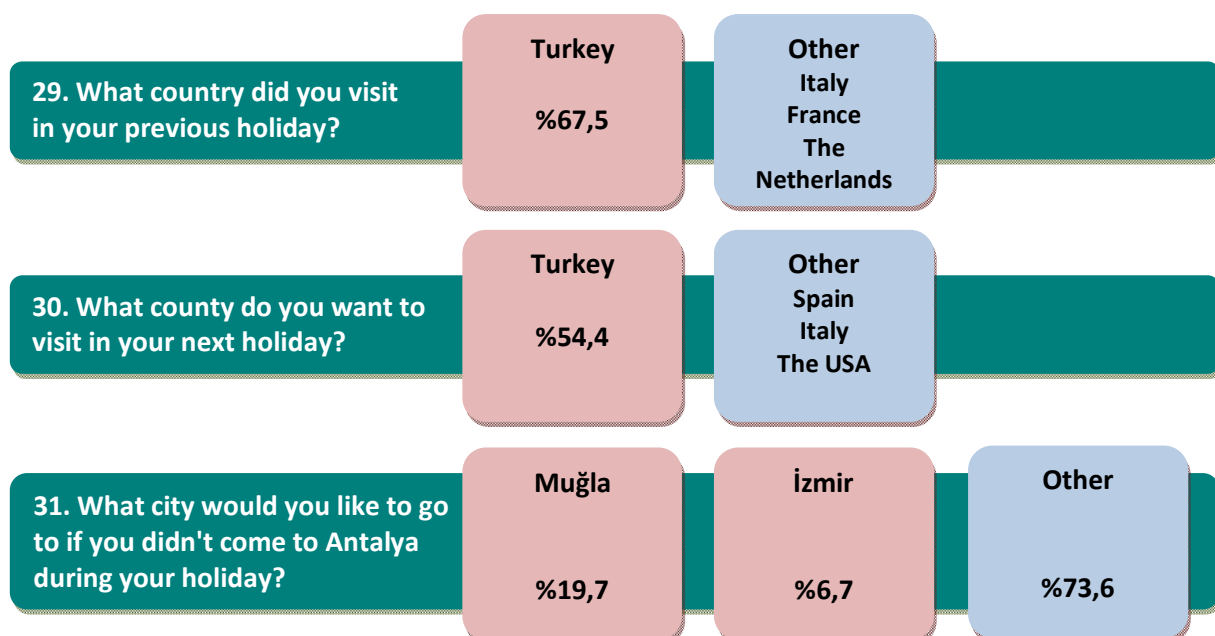
- The main holiday reasons (motivations) of the participants are leisure and entertainment.
- Participants are accompanied by their spouse and children on holiday.
- Spouses have the most powerful influence on the selection of holiday city and hotel.
- “Advice of relatives” and “personal experiences” were effective in the preference of the participants staying in Antalya as their holiday destination and choosing the hotel for their current holiday. This indicates that the advice of the relatives in decision making is as much important as personal experiences.
- There is a balanced distribution in the methods of reservation that participants used to book their holiday. In the conventional tourist profile, reservations were generally made through “travel agencies”, while there were three basic types of reservations which have similar methods: “telephoning the hotel”, “visiting the webpage of the hotel”, and “travel agency”.
- When examining how long ago the participants booked the hotel for their holiday, it was observed that there was no significant attitude on “early booking”. According to the findings, only one of the five participants has booked the hotel more than 90 days before the visit. Similarly, it is understood that one of the five participants booked 16-30 days before the holiday or less than 15 days ago.
- Having examined how long ago the participants decided to have their holiday in Antalya, it is seen that one out of every four participants gave the Antalya destination decision more than 90 days before their holiday. This finding, when considered with the hotel booking attitudes, indicates that the participants decided about the destination first and then the accommodation business.
- The most popular holiday activity of participants is “leisure”. Leisure-oriented tourists have a low level of mobility on holiday. This situation, in particular, leads to low out-of-hotel spending and low economic activity of tourism.
- Participants generally leave the hotel around 1 to 3 times during an average of a 10-day stay. This finding suggests that tourists have a low level of contribution to the region’s economy. It is suggested that this happens because they are leisure-focused tourists, the fact that the hotels offer all-inclusive and comprehensive accommodation, and the hotels are mostly located far away from the city centers.

- Participants spent most on “trips”, “entertainment”, and “food and beverages” other than holiday and travel spending.
- The most important reason for participants to choose a destination for their holiday is that it must be “suitable for their religious beliefs”. This attitude indicates that participants' beliefs have a significant influence on their tourist behaviors.
- The most important reason why participants choose a hotel for their holiday is “quality of the hotel” and the hotel serves in a concept “suitable for my religious beliefs”. It is noteworthy that the price factor is not among the three most important factors. Participants perceive the businesses offering “high-quality service in a way suitable for their beliefs” as the main product that they seek in their preferences.
- Participants get to Antalya by airway and highway transportation. The reason why the highway transportation option is as frequent as the airway is because of the domestic tourists coming from the cities in Turkey.
- The month that the participants find the most suitable for the holiday is August. August is followed by July and June respectively. Participants' demand for the summer season is thought to be influenced by factors such as climate conditions, families with children, and sea-sand-sun-oriented holiday expectation.

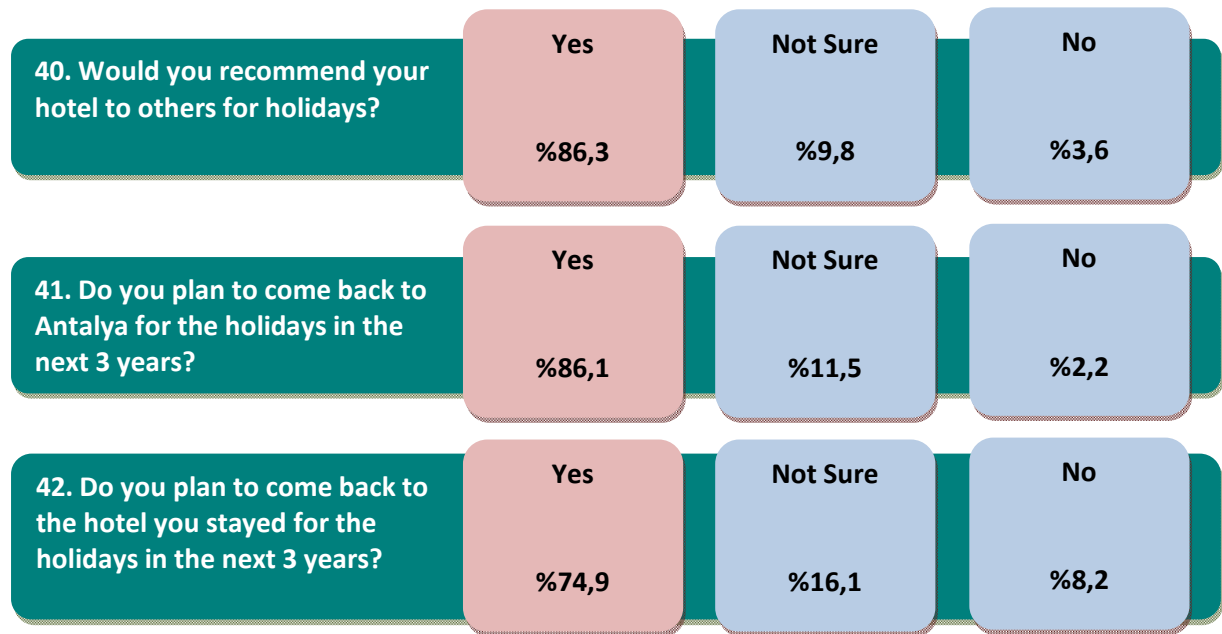
2.2.3. Destination Perception, Satisfaction and Loyalty

The presentation of the findings included only the first three options with the highest frequency.

Figure 5: Findings on participants' destination perception, satisfaction and loyalty



32. What is the most important reason for choosing Antalya?	Climate %52,7	Natural Attractions %24,3	Geographical proximity %15,8
33. How many times have you come to Antalya for holiday?	1-2 time(s) %33,9	3-4 times %24,6	More than 5 times %28,1
34. How many times have you been to the hotel you are on holiday now?	Never %45,4	1-2 time(s) %35,5	3-4 times %12,7
35. Did/will you visit Antalya city center during this holiday?	Yes %44,8	Not Sure %20,5	No %33,9
36. Did you feel safe and peaceful during your stay in Antalya?	Yes %92,3	Not Sure %5,2	No %1,1
37. How satisfied are you with your holiday in Antalya?	Very satisfied %64,5	Somewhat satisfied %24,6	Dissatisfied %10,4
38. How satisfied are you with your hotel in Antalya?	Very satisfied %68,0	Somewhat satisfied %24,6	Dissatisfied %7,1
39. Would you recommend Antalya to others for holidays?	Yes %91,8	Not Sure %5,2	No %1,9



The findings of the participants' destination perception, satisfaction and loyalty were evaluated according to the preferences of the majority. Based on these findings,

- Two out of every three participants spent their previous holiday in Turkey. When the countries visited for holiday outside Turkey are examined, it is seen that there is a great variety. However, "Italy", "France" and "The Netherlands" slightly stand out among these countries. While the fact that there is such a great variety in the others category shows the diversity of demand from tourists, it also indicates that the demand is not high and stable in certain destinations. This indicates a market opportunity for international destinations that can target tourists who are on holiday in Antalya destination.
- Approximately one out of two participants stated that they would spend their next holiday in Turkey, while the other participant thought of visiting another country for future holidays. It was also determined that the countries preferred outside Turkey vary greatly. However, "Italy", "France" and "The USA" slightly stand out among these countries. Italy is a destination that partially draws attention both in the previous finding and the current one. This finding points to an important opportunity for businesses that may aspire to the halal tourism market in Italian destinations. Similarly, this finding points to a potential destination for travel agencies which can

organize halal concept tours from Turkey and European markets to Italy. Another remarkable finding is that four of the six countries that were visited a previous year and are expected to be visited next year are Mediterranean destinations.

- The participants suggested many different cities as an alternative if they could not come to Antalya in their current holidays. This finding reveals that there is a variety of demand and they have not been able to focus steadily on certain destinations other than Antalya. However, for Antalya, the two alternatives, which are presented more often, are "Muğla" and "İzmir". It is inferred that Muğla and İzmir are partially perceived as an alternative to Antalya by the existing tourist profile. This finding, when taken together with previous findings, underlines that the tourist profile of this destination is interested in Mediterranean-Aegean coastal destinations with a focus on "sea-sand-sun".
- The most important factor for participants to choose Antalya is "climate". The fact that almost all of the participants live in colder climates than Antalya transforms the climatic conditions in that destination into a "pull factor". In this respect, it can be said that hot destinations such as Antalya are potential destinations for tourists living in colder regions. In other words, it can be said that the potential markets of destinations like Antalya are also colder countries and cities.
- 87% of the participants have already gone on a holiday in Antalya. This finding indicates that the participants are loyal tourists for the moment in Antalya destination. However, the fact that one of every two participants is thinking about spending their holiday abroad next year also shows that the loyalty to this destination may not be very strict. Antalya, as a destination, is seen as a more attractive destination than other cities in Turkey. However, if the option of a holiday abroad becomes easier for tourists, there is a possibility that the Antalya destination may lose its loyal tourists. On the other hand, it is significant to note that 87 of 100 participants had a previous holiday in Antalya and this fact can bring with it a certain satisfaction and a desire to look for new destinations.
- 55% of the participants have stayed at least once in the hotel where they are currently staying. This finding points to an important hotel loyalty and a serious "repeat guest" rate among the hotels. A higher level of "repeat guest" is also an

indicator of guest satisfaction. However, it should be noted that the same tourists are ready for different alternatives for their upcoming holidays.

- One of the three participants has not visited Antalya city center during their current holiday. The fact that hotels are far from the city center of Antalya and the extensive services offered by the all-inclusive system is thought to have led to such a situation.
- Participants felt safe and peaceful during their holidays in Antalya.
- Participants were satisfied with their holidays in Antalya.
- Participants were satisfied with the hotels they were staying in. While their satisfaction from Antalya is 89%, the level of satisfaction of the hotels they are staying in is 92%. The fact that the hotel satisfaction is higher than the destination satisfaction is not the fault of Antalya, but the success of the hotels. In addition, participants' interaction with the hotels during their holidays and their interaction with Antalya are very different from each other in terms of quantity and quality. A 92% satisfaction rate in hotels is a serious indicator of success. This ratio also explains the reasons for the high rate of repeat guests at a certain level.
- Nearly all of the participants expressed that they would recommend Antalya and the hotel they are staying to others. However, when the level of advice is examined; the rate of recommending Antalya to others is 92%, while the rate of recommending the hotel to others is 86%. Compared to the previous findings, it is understood that some of the participants who are satisfied with the hotel do not have the same determination to recommend the hotel to others.
- Participants stated that they would like to come back to Antalya and the hotels they were staying at over the next 3 years. However, when the findings are examined in detail, it is seen that the percentage of participants who stated that they would come back to Antalya in the next 3 years is 86% and the rate of participants who indicated that they would come back to the hotel they are currently staying at is 75%. Although the rates of thinking about coming back are high and the high percentages of satisfaction in the hotels they stayed at, the rate of coming back to the hotel in the next 3 years seems to be low. This is thought to be a sign of a certain "saturation" and "openness to new options".

2.2.4. Belief and tourism behavior interaction

The presentation of the findings included only the first three options with the highest frequency.

Figure 6: Findings on participants' belief and tourism behavior interaction



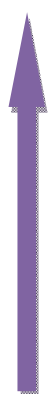
The findings of the participants' "belief and tourism behavior interaction" were evaluated according to the preferences of the majority. Based on these findings,

- Participants are partly or directly affected by their beliefs in choosing Antalya for their holidays. The main reason for this situation is offering "halal concept accommodation business" in Antalya. As stated in the previous findings, the content of the service "based on their beliefs" is of great importance in the choice of destination and accommodation of the participants. At the same time, this finding points out that offering halal concept accommodation in Antalya allows it to be perceived as an "important destination in terms of halal tourism too".
- Nearly all of the participants seem to be influenced by their religious beliefs in choosing the hotels they are staying in. This finding once again reveals the effect of the participants' beliefs on tourism behavior.
- Two out of every three participants previously had experience of staying in halal concept accommodation. Additionally, one of the three participants is staying in this concept for the first time. It is also remarkable that the percentage of participants staying for the first time is so high.
- One of the two participants is willing to pay a slightly higher price than other accommodation businesses to the ones that offer their service content suitable for participants' beliefs. This indicates that the participants attach importance to this concept in such a way that they can afford higher economic costs.
- Approximately 93% of the participants identify themselves as conservative individuals in religious terms at various levels.

2.2.5. Importance of halal concept accommodation services

The importance given by the participants to the services in halal concept accommodation businesses was measured at three basic and nine sub-levels. The importance that participants attach the services was evaluated between 1,00 and 9,00 scores. The scoring system used in the evaluation is described in Table 3.

Table 3: Scoring system for participants to evaluate halal hotel services



Score	Score interval		Importance level
9	8,19	9,00	Extremely important
8	7,29	8,18	
7	6,39	7,28	
6	5,49	6,38	Somewhat important
5	4,60	5,48	
4	3,70	4,59	
3	2,80	3,69	Unimportant
2	1,90	2,79	
1	1,00	1,89	

Figure 7: Findings on participants' opinions about the services of halal tourism



It was determined that the participants pay utmost importance ($\bar{X} > 6.39$) to all halal concept accommodation services. Participants attached the most importance at the first level among these items to the following ones:

- All food and beverage in the hotel are halal.
- There are no alcohol and pork products in the hotel.
- The hotel has halal food certification.
- There are opportunities for Friday prayers inside or outside the hotel.
- Ablution and Masjid facilities are available in the hotel.
- The hotel is certified as a halal hotel.
- Waste precautions were taken in the hotel.
- Prayer rug, prayer beads, and Koran are available in the rooms and the direction of Kiblah is shown.
- Some services are provided separately for female and male guests.
- The hotel staff is trained in halal tourism.
- Information about prayer times in rooms and in public areas.
- The hotel also offers the opportunity of prayer for the staff.
- Room sink is suitable for ablution.

Participants attached the most importance at the secondary level among these items to the following ones:

- The hotel staff is dressed in accordance with Islamic morality.
- The hotel has entertainment and activities in line with Islamic principles.
- The hotel's administrative activities, such as financing and marketing, comply with Islamic principles.
- The hotel offers special programs and Iftar-Sahur facilities during Ramadan.

Participants attached the most importance at the third level among these items to the following ones:

- Non-Muslim guests are not allowed in the hotel
- Single guests are not allowed in the hotel.
- Non-married couples are not allowed in the hotel
- Offering fellow service in service areas such as restaurants and reception.

When the services that the participants care most are categorized, it is understood that the most importance is given to the service categories presented in Figure 8.

Figure 8: Services that participants give the most importance

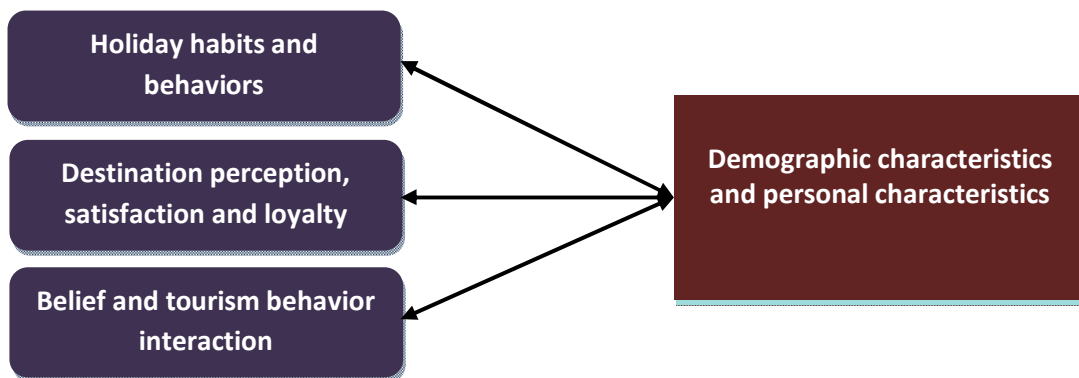


2.3. Findings from detailed analyzes

In this part of the study, relationships between participants'

- Holiday habits and behaviors,
- Destination perception, satisfaction and loyalty,
- Belief and tourism behavior interaction and,
- Demographic characteristics and personal characteristics were analyzed.

Figure 9: Model of detailed analysis



The purpose of this section of the research is to determine whether the findings related to the tourist profiles of the participants differ according to demographic characteristics and personal characteristics. In order to achieve this goal, the findings regarding the above-mentioned dimensions of the *halal tourism tourist profile questionnaire* were compared with the demographic characteristics and personal characteristics of the participants. In order to obtain the findings of this section, cross-tables, Chi-square independence analysis and correlation analysis were used based on the needs.

Variables that differ according to demographic characteristics and personal characteristics were presented as “red colored” in the rest of the study and their explanations were given below the figures. No explanation was made for the findings that did not differ from the general findings presented earlier.

2.3.1. Relations between participants' holiday habits and behaviors, demographic characteristics and personal characteristics

Participants' holiday habits and behaviors were analyzed according to their demographic characteristics and personal characteristics. Variables that made a significant difference as a result of the analysis were marked in red. In Figure 10, **C: Gender, M: Marital status, Y: Age, E: Education level, G: Monthly income level.**

Figure 10: Comparison of participants' holiday habits and behaviors with demographic characteristics and personal characteristics

9. Annual holiday budget	C	M	Y	E	G
10. Annual holiday period	C	M	Y	E	G
11. Duration of current holiday	C	M	Y	E	G
12. Accommodation preference	C	M	Y	E	G
13. Board type preference	C	M	Y	E	G
14. Reason for current holiday	C	M	Y	E	G
15. Accompanied by	C	M	Y	E	G
16. People with most influence on decisions about holiday city and hotel choice	C	M	Y	E	G
17. How did you choose Antalya for your current holiday?	C	M	Y	E	G
18. How did you choose this hotel for your current holiday?	C	M	Y	E	G
19. How did you book your current holiday?	C	M	Y	E	G
20. How long ago did you make your current hotel reservation?	C	M	Y	E	G
21. How long ago did you decide to have your holiday in Antalya?	C	M	Y	E	G
22. What are the three activities that you do most during this holiday?	C	M	Y	E	G
23. How many times have you been out of the hotel on this holiday?	C	M	Y	E	G
24. What activities did you spend most on this holiday, other than hotel and transportation?	C	M	Y	E	G

25. The 3 most important factors in choosing a destination for your holiday	C	M	Y	E	G
26. The 3 most important factors in choosing a hotel for your holiday	C	M	Y	E	G
27. How did you arrive in Antalya?	C	M	Y	E	G
28. What are the best 3 months for your holiday?	C	M	Y	E	G

Differences in Gender

- For the reasons that participants preferred both Antalya and the hotel they were staying for their current holiday, female participants mostly referred to “personal experiences”, while male participants generally considered the “advice of relatives”.
- When participants made reservations for their current holiday, female participants generally booked their hotel by “telephoning the hotel”, while male participants preferred booking through “visiting the webpage of the hotel”. Based on this finding, it is thought that women perceive direct telephone calls to the hotel as a “more reliable method.”
- Regarding the activities that participants most often do during their current holidays, it was found out that female participants were more inclined to "activities with adventure".
- It was found that male participants were more inclined to "never" leave the hotel than female participants.
- Examining the activities that the participants spent most of their money on their holidays outside the hotel and transportation, it was revealed that male participants are mostly involved in “catering services” and “travel activities”, while female participants generally spent money on "entertainment services" and "souvenirs" products.
- It was determined that “geographical proximity to the holiday destination” was a more significant factor for male participants in selecting their destination.

- In selecting the hotel for the holiday, male participants gave importance to the “popularity of the hotel”, while female participants prioritized the “variety of activities the hotel offers”.
- It was found that “September” was the most suitable month to have a holiday in a year for female participants, while male participants preferred “July”. The second most suitable month for the holiday was determined to be "August" for both genders.

Differences in Marital Status

- When the current holiday stay of the participants was examined, it was found that the single participants had a shorter length than the married participants.
- When the reasons for the holiday were examined, it was seen that married without children couples were mostly on holiday for “honeymoon”.
- Examining the participants in terms of by who they are accompanied in their holidays, single participants usually went on holiday with their “friends” and “family”.
- While deciding on a city and hotel in a holiday, married without couples are affected by their “spouses”, married with children participants are influenced by their “spouses and children”, and “relatives” and “family” have respectively the most impact on single participants.
- In choosing Antalya for the current holiday, while married with children participants were affected mostly by the “advice of relatives”, married without children and single participants were mostly influenced by their own “personal experiences”.
- Considering the findings of how long ago participants booked their holiday reservations and how long ago they decided to go on a holiday in Antalya, it was seen that “married without children” participants made reservations much earlier. This situation is thought to be due to the fact that these participants are mostly honeymooners.
- When the activities that participants took part in their current holiday were examined, it was found out that “married without children” and “single” participants relatively participated in more activities than “married with children” participants.

- Investigating the participants' frequency of leaving the hotel, it was observed that "married with children" and "married without children" participants left the hotel more frequently than "single" participants.
- When the activities on which the participants spent the most money in their holiday other hand accommodation and transportation were analyzed, it was seen that "single" participants spent the most money on entertainment activities.
- While highway option in reaching Antalya was mostly preferred by "married with children" participants, airway option was generally preferred by "married without children" and "single" participants.

Differences in Age

- Participants over the age of 56 are able to allocate more budget for the holiday within one year compared to the other participants.
- In the selection of the city and the hotel, while individuals aged 18 to 35 were mostly affected by "spouses" and then "relatives, participants aged 36 to 56 were mainly influenced by "spouses" and then "children". This situation is estimated to be caused by the age of the children of the participants in the age range of 36-56. As children age, the effects of the family on holiday plans are increasing.
- In choosing Antalya for their current holiday and the hotel that they are staying in, participants aged over 56 were mostly affected by "personal experiences", while participants aged 18 to 56 were generally influenced by the "advice of relatives".
- For hotel reservations, participants aged over 56 frequently prefer the use of travel agents.
- The activities of individuals between the ages of 18 and 35 during their holidays vary more than those of other age groups.
- Individuals in the 18-35 age range are more inclined to go out of the accommodation facility than individuals in other age groups during the holiday.
- The importance of the "quality" factor in choosing a hotel for the holiday decreases as the age increases, and this is replaced by the "trust" gained by personal experiences.

Differences in Education

- Individuals with primary school and master's degree graduates are more affected by the "evaluation of their children" than other participants in the deciding on the holiday city and accommodation business. A significant majority of primary education graduates are older participants. The children of the participants in this age group are also close to adult ages and may have more influence on their parents on holiday-related issues.
- While primary school graduates prefer Antalya for the holiday and the accommodation they are staying in, they are more influenced by the "advice of relatives" than those at other education levels. The "effect of the internet and social media" is higher in selecting Antalya destination and the hotel facility for undergraduate and master's degree graduates compared to other participants. This also indicates that there is a direct correlation between the increase in educational level and the use of technology.
- Among the products/services that primary school graduates spend most in their holiday other than accommodation and transportation are "souvenirs" with the highest frequency than the other participants. Presupposing that the gift exchange is given more importance in the elder generations than today, this tendency can be explained more easily that primary school graduates care more about this behavior.

Differences in Monthly Income

- On average, participants determine their monthly income as a one-year holiday budget. As the monthly income level increases, the annual holiday budget also increases.
- "Children's influence" is higher in decision making than in other economic income groups for participants with a monthly income level of TL 10.501 and above.
- In the process of making a reservation at the hotel they are staying, the frequency of using "travel agency" option for the participants who have a monthly income level of TL 10.501 and higher is higher than other income groups.
- Participants with a monthly income level below TL 10.501 make hotel reservations "earlier" than other income groups.

When the demographic and personal characteristics that affect the participants' holiday habits and behaviors are examined, it is understood that “marital status” of the participants has the highest effect on holiday habits and behavior, while the factors of “education” and “monthly income” have the lowest effect on it.

2.3.2. Relations between participants' destination perception, satisfaction and loyalty and demographic characteristics and personal features

Participants' destination perception, satisfaction and loyalty were analyzed according to their demographic characteristics and personal characteristics. Variables that made a significant difference as a result of the analysis were marked in red. In Figure 11, **C: Gender**, **M: Marital status**, **Y: Age**, **E: Education level**, **G: Monthly income level**.

Figure 11: Comparison of participants' destination perception, satisfaction and loyalty with demographic characteristics and personal characteristics

32.What is your primary reason for choosing Antalya as your holiday destination?	C	M	Y	E	G
33. How many times have you been to Antalya for holiday?	C	M	Y	E	G
34. How many times have you been to the hotel you are currently staying for holiday?	C	M	Y	E	G
35. Did/will you visit Antalya city center during this holiday?	C	M	Y	E	G
36. Did you feel safe and peaceful during your stay in Antalya?	C	M	Y	E	G
37. How satisfied are you with your holiday in Antalya?	C	M	Y	E	G
38. How satisfied are you with your hotel in Antalya?	C	M	Y	E	G
39. Would you recommend Antalya to others for holidays?	C	M	Y	E	G
40.Would you recommend your hotel to others for holidays?	C	M	Y	E	G
41. Do you plan to come back to Antalya for the holidays in the next 3 years?	C	M	Y	E	G

42. Do you plan to come back to the hotel you stayed for the holidays in the next 3 years?



Differences in Gender

- The satisfaction percentage of female participants is higher than those of male participants. The majority of the participants who are dissatisfied with the current Antalya holiday are male.
- The majority of the small number of participants who are unsure about coming back to Antalya for the holidays in the next 3 years are male participants.

Differences in Marital Status

- While the most frequent visitors to Antalya for holiday mostly involve “single” participants, the least frequent visitors are “married with children” families.
- While the most satisfied participants with the current Antalya holiday are “married with children”, the least satisfied participants are “married without children”.
- While “married with children” participants had the highest satisfaction with the hotels, “single” participants had relatively fewer satisfaction levels.
- While the most decisive participants who would recommend the hotel they stayed to others are “married with children”, the least decisive participants are “single”.

Differences in Age

- While the most important factor for the participants in the elderly age group to choose Antalya for the holiday is "climate", the most important factor in the preference of younger age groups in Antalya is "natural attractions". As the age increases, the “climate” effect of Antalya is highlighted.
- Elderly participants are among the ones who plan to visit or visited Antalya city center in their current holiday. Participants in the younger age groups are less inclined to visit the city center of Antalya.
- Participants in the 18-35 age group are more often “not sure” about both recommending Antalya and the accommodation facility than those in other age groups. The two most determined groups about both recommendations are “under 18” and “over 56” participants. Participants in these two age groups seem to be more easily satisfied.

Differences in Education

1. As the level of education decreases, the tendency to visit the city center of Antalya on the current holiday also decreases.
2. As the level of education increases, the satisfaction of the holiday in Antalya and the accommodation business shows a “decreases”.
3. As the level of education increases, the tendency to recommend both Antalya and the accommodation business to others “decreases”.
4. As the level of education increases, the tendency of both visiting Antalya and staying at the same hotel again in the next 3 years “decreases”.

Differences in Monthly Income

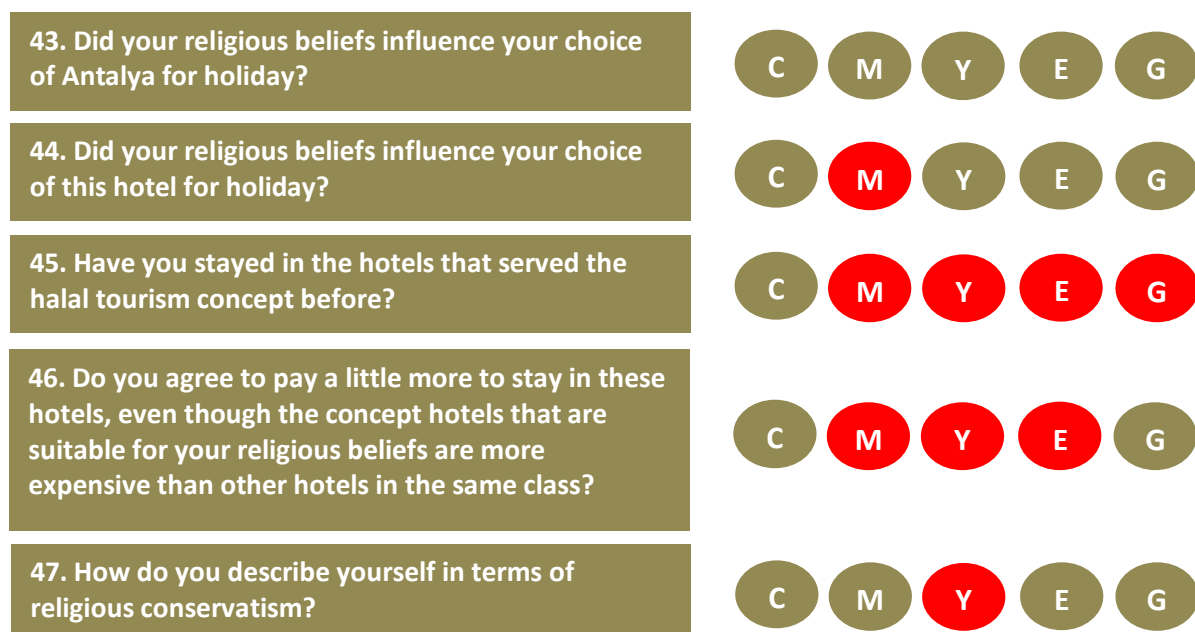
- Participants with a monthly income level of more than TL 10.501 constitute the "most frequent" guest group in the business they are currently accommodating. In other words, participants in the high-income group are more likely to be "repeat guests".
- As the monthly income level increases, satisfaction with a holiday in Antalya and the accommodation business stayed in the current holiday decreases. This is thought to be due to the relationship between economic power and touristic experience. As economic power increases, tourist experience increases, and it may be more difficult to satisfy more experienced tourists.
- As the monthly income level increases, the tendency to recommend Antalya and the current holiday accommodation to others decreases.
- As the monthly income level increases, the tendency to come back to the current business on holiday in the next 3 years decreases. This situation is thought to be due to the “saturation” of the facility at a certain rate.

When the demographic and personal characteristics that affect the participants' destination perception, satisfaction and loyalty are examined, it is understood that the “education level” of the participants has the highest effect this sub-dimension, while the factor of “gender” has the lowest effect on it.

2.3.3. Relations between participants' belief and tourism behavior interaction and demographic characteristics and personal characteristics

Participants' belief and tourism behavior interaction was analyzed according to their demographic characteristics and personal characteristics. Variables that made a significant difference as a result of the analysis were marked in red. In Figure 12, **C: Gender, M: Marital status, Y: Age, E: Education level, G: Monthly income level.**

Figure 12: Comparison of participants' belief and tourism behavior interaction with demographic characteristics and personal characteristics



Differences in Marital Status

- Religious beliefs had a greater impact on the preference of the existing accommodation business for the holiday in the “married with child” and “married without children” participants.
- The group with the most experience of staying in a halal concept accommodation establishment involves “married with children” families, while the least experience includes “single” participants.
- “Married with children” participants are more willing to pay more money when necessary because they serve halal concept accommodation businesses which is

suitable for their religious beliefs. “Single” participants are most frequently “not sure” in this sense.

Differences in Age

- Participants aged “56 and over” have the most experience in staying at the halal concept accommodation business.
- Participants aged “56 and over” are less likely to pay more for halal concept accommodation businesses than other age groups.
- As the age increases, it is observed that participants define themselves as more “conservative”. In other words, as the age progresses, the identity of conservatism becomes more dominant.

Differences in Education

- While the group with the most experience of staying in halal concept hotels was “master’s degree graduates”, the lowest experience is seen in “primary education graduates”.
- While “master’s degree graduates” have the most positive opinion of paying more money to halal concept hotels, primary education graduates have the most negative opinion.

Differences in Monthly Income

- Previous experience in staying at a halal concept hotel increases based on the monthly income level.

When the demographic and personal characteristics that affect the participants' belief and tourism behavior interaction are examined, it is understood that the “marital status” and “age” of the participants have the highest effect this sub-dimension, while the factor of “monthly income” has the lowest effect on it.

2.4. Participants' opinions on accommodation businesses serving halal tourism concept

The findings presented in this section were obtained from open-ended questions asked to the participants. The participants were asked the following open-ended questions within the scope of the research:

- What are the “first three services you like most” in this hotel, which serves in the concept of halal tourism, please write briefly.
- What are the “first three services you did not like at all” in this hotel, which serves in the concept of halal tourism, please write briefly.
- Are there “services that you think there should be or are lacking” in this hotel, which serves in the concept of halal tourism? If yes, what are they? Please write briefly.

In this section, there is no aim of generalization of the findings. Thus, only the personal opinions of the participants were revealed, and these opinions should not be perceived as the reflection of the majority in the research population. The purpose of these findings is not to provide information about the general situation, but perhaps to reveal information that is obtained from a small number of individuals which may have a qualitative impact.

2.4.1. The "most liked" services of the accommodation businesses that serve participants halal tourism concept

The services that participants liked most in the hotels with the halal concept are as follows (findings are presented in alphabetical order):

- Beaches and pools are separated by gender
- Cleanliness in a rigorous manner
- Comfortable rooms
- Different and delicious meals
- Events such as concerts are organized
- Family bath and SPA services
- Family-friendly concept
- Friendly service
- Good animation services
- Good service
- Halal products are used
- Having a masjid facility in public areas
- High-quality food and beverages
- High-quality service

- Koran and prayer rug in the rooms
- Live music, folk music café service
- Nice and various activities
- Non-alcoholic service
- Open buffet service,
- Sea and pool facilities
- Service in accordance with Islamic rules
- Some gender-based services
- The Azan (call to prayer) is recited five times a day
- The possibility to perform Friday prayers
- Well-maintained and clean rooms

2.4.2. The "least liked" services of the accommodation businesses that serve participants halal tourism concept

The services that participants did not like at all in the hotels with the halal concept are as follows (findings are presented in alphabetical order):

- Common use of Aquapark services
- Excessive waste
- Expensive accommodation prices
- Expensive shopping areas
- Hotel staff is not friendly
- Inadequate animation facilities
- Inadequate cleanliness
- Inadequate garden landscaping
- Inadequate male and female common areas
- Inadequate number of service staff
- Inadequate room mini-bars
- Inadequate room sound insulation
- Inadequate variety in the open buffet
- Insufficient number of lifeguards

- Insufficient parking lots
- Insufficient time interval for breakfast
- Lack of activity for single guests
- Limited number of activities for children
- Limited opportunities for activities
- Limited space for male guests
- No Aquapark services
- No common space for families
- Poor open buffet variety
- Tasteless meals
- Too small rooms

When the "most liked" and "not liked" services that the participants expressed in the halal concept accommodation businesses are examined, it is seen that some services are included in both groups. This may be due to the fact that the data was collected from different facilities, or it may be due to the opposite assessments of the guests in the same hotel. In both cases, it is considered that the information presented above gives important ideas to business managers.

2.4.3. The services which participants think there should be or are lacking in the accommodation businesses that serve halal tourism concept

The services which participants think there should be or are lacking in the hotels with the halal concept are as follows (findings are presented in alphabetical order):

- A common pool/sea/Aquapark option should be offered for families
- Animation events should be improved
- Conversation activities should be arranged for religious people to attend
- Deformed equipment must be fixed
- Food quality and taste should be increased
- Game and activity options for children must be diversified
- Hotel staff should be more friendly
- Imams should lead prayers
- In the evenings, cinema facilities should be offered

- In the evenings, it should be possible to watch the news together
- It should be possible to play football
- Live music facilities should be offered
- Male - female common areas should be expanded
- Male guests should dress more carefully at the hotel
- Male's beach and pool areas should be expanded
- More activities should be offered
- Music played throughout the facility should include different styles
- Number of the staff should be increased
- Prices should be more affordable
- Rooms should be cleaned more carefully
- Services for disabled guests should be provided (pool, sea, etc.)
- Special facilities should be provided for children with disabilities
- Staff uniforms should be more elegant and clean
- Such facilities should be installed for other types of tourism (winter, thermal etc.)
- The distinction between male and female should be more rigorous in services
- The hotel staff should be trained
- The quality of service should be increased
- There must be additional activities such as riding and archery
- There should be a solution to the sound insulation of the rooms
- There should be more female staff in the women's pool and beaches
- There should be the solution to so much waste
- There should not be live music until late at night
- Transfer (city center, airport) service should be provided
- Types of activity should be varied for children aged 12 to 15

Evaluations of the services which participants think there should be or are lacking in the hotels with halal concept include the whole of the data collected thanks to the guests who stayed at these hotels. Moreover, it is known that the services that participants reported lacking or insufficient are already available in some of the hotels where the data was collected.

3

RESULTS

Results

Global scale research revealing the size and future of the halal tourism market reveals that this market is growing rapidly with the increasing Muslim population worldwide, increasing education level and income level of this population. With its more than 40 years of experience in tourism, advanced sector infrastructure, superior service quality and price advantage, unique natural, historical and cultural attractions, and Islamic heritage, Turkey has a strategic advantage to be a destination leader in the halal tourism market. Considering that approximately 400 million Muslim population living in Europe, Russia, Central Asia, Middle East and North Africa is within a few hours' flights to Turkey, Turkey's advantages in the halal tourism market are becoming more concrete.

As a result of many years of efforts, Turkey has become one of the most successful destinations in Europe and Russia, attracting a significant number of tourists in line with traditional tourism types. Sustainable development of the success achieved in conventional tourism types and markets is an indisputable necessity for Turkey. In addition to the achievements in the conventional tourism market, Turkey's attempt to have the same success in halal tourism market is a move that will contribute to an increase in the diversification of the country's tourism, the increase in the number of tourists, and the increase in tourism income. In order for this move to be realized correctly, planning activities are as much important as the investments related to the sector. The building blocks of these activities are undoubtedly scientific data on the market. We hope that the analysis of Halal Tourism tourist profile, which was first realized as a pilot scheme, will contribute significantly to the sector, planning activities, and the literature.

In this part of the report, some extraordinary and significant findings from the study are presented.

- The main holiday motivation (the reason for the holiday) of the majority of the participants is "leisure-entertainment". This is considered as one of the general characteristics of the tourist profile which can be called as "resort holidaymaker" in the concept of "sea-sand-sun" holiday. While the main focus of the individuals in this tourist profile is on the natural attractions of sea, sand, and sun, it is thought that historical, cultural, and artificial attractions are not equally important for these

tourists. On the other hand, it is evaluated that this profile is not interested in tourist motivation based on "exploration-adventure". It is thought that this interpretation becomes more meaningful considering that the most important holiday activity of this tourist profile is "leisure".

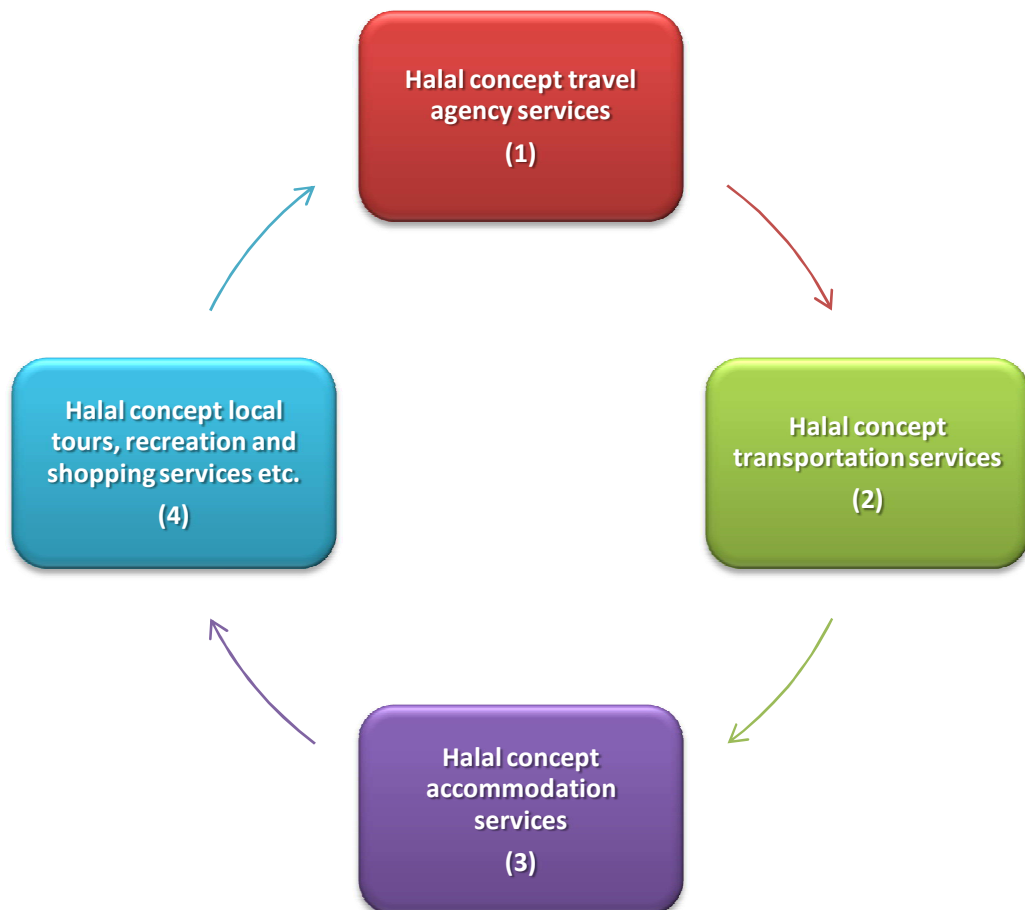
- The participants plan and spend their holidays with their families. Spouses and children have important effects on the decision-making process for holiday planning. Emphasizing the concept of "family" in the promotion of some accommodation businesses that serve in this concept reflects one of the characteristics of the concept of these companies and the guest profile.
- Although families make the final decisions about holiday planning altogether, the "advice of relatives" also has a significant impact. According to the information obtained from the current tourist profile, the "pressure to make correct decisions" is increasing in holiday planning due to reasons such as the holiday budget being around a monthly income level, one-time holiday opportunity, and all family members starting out their holiday with positive feelings and expectations. Also, participants attach great importance to the "advice of relatives" in making the right decision for this activity to be perfect which is done once a year with significant costs and positive expectations. One of the most extraordinary findings of this research is that the "advice of relatives" has a higher importance than the "personal experience" of the participants, both in the choice of Antalya as a holiday destination and in the preference of the existing accommodation business. This indicates that in the decision-making process of holiday planning, participants consider the "advice of relative" as if they were their own personal experiences, and that they are attached to these recommendations with an important "confidence bond". This finding suggests that "word-of-mouth marketing" has a very critical significance for businesses in this concept. This type of marketing mechanism also plays a vital role in the success and failure of accommodation businesses in this concept. A guest's satisfaction or dissatisfaction can also affect the guest's social environment in a considerable way.
- One of the most unusual findings of the tourist profile is that the frequency of contacting travel agencies in holiday planning is 20%. This finding indicates that a significant proportion of the participants book the hotel directly by accessing the

hotel's communication resources, without any intermediaries. This finding suggests that travel agencies in tourism services in this concept do (*or can*) not play a sufficient role.

- “Being suitable for religious beliefs” is an important factor in the choice of destination for a significant majority of the participants. The fact that the highest number of halal concept accommodation businesses in Turkey serves in Antalya (Tekin, Turhan & Turhan, 2017) is considered to be effective in the emergence of such a result.
- The first factor that is effective in the hotel preference of the participants is the “hotel quality” followed by “suitability to beliefs”. This finding underscores the importance of quality for guests once again. According to this finding, participants signify that they would not prefer a hotel that does not offer quality service, even if it is in service criteria that are suitable for their beliefs. Another finding of the research about “quality” is that the importance given to quality decreases as the age increases.
- In their answers to the questions of “which country did you go for holiday last year” and “which country do you plan to go on a holiday next year”, it was reported that one of the three participants went on holiday to a country other than Turkey last year, and almost one of the two participants wants to go on holiday to another country next year. Examining the countries that participants visited or want to visit, there was a huge variety of preferences. It was determined that a significant majority of the participants were not concentrated in certain countries and were not determined about a specific country. However, it was expressed that Italy, France and the Netherlands slightly stood out among the countries that participants visited, while Spain, Italy and the USA had the highest frequency in questionnaire answers regarding the countries that participants want to visit. This finding is remarkable in that the countries that were visited and participants want to visit are the Mediterranean countries. This coincides with the holiday expectations of tourists within the framework of “sea, sand, sun”. On the other hand, another important aspect of this finding is that destinations mainly include the European countries and the United States. For this reason, it is seen that this group of tourists, who is on holiday in Antalya, is in a potential market for European countries especially in the

Mediterranean region. Moreover, it is noteworthy that the countries that were visited or the participants want to visit are not the one where Islamic heritage is found, and this is in line with the tourists' "sea, sand, sun" demands. In this regard, it can be stated that the tourists who stayed at the hospitality businesses in the concept of halal tourism in Antalya do not have a tendency to concentrate on the faith tourism destinations, and they are interested in similar types of tourism in mass tourism destinations, but they demand the holiday and service content suitable for their beliefs during tourism activities. In order to realize more comprehensive and qualified services for tourists who prefer holiday activities in halal tourism concept, it is necessary for other tourism services besides accommodation services to be able to serve in the direction of halal tourism principles. For this, it is thought that it would be beneficial to develop the **"halal tourism service chain"**. This type of service chain can shortly be defined as all tourism service processes in a destination have become suitable for halal concept tourism activities. The halal tourism service chain is presented in Figure 13 in its simplest form.

Figure 13: Halal Tourism Service Chain



The conditions necessary for the formation of a halal tourism service chain in a destination are as follows:

- ❖ A travel agency with halal concept offering tour/package tour services for the destination,
- ❖ A halal concept transportation service that provides transportation services, ground services, and transfer services to the destination,
- ❖ An accommodation business offering halal concept accommodation service in the destination,
- ❖ Access to halal concept local tours, recreation and shopping services in the destination.

If the halal tourism service chain is established, tourists living in another country may become able to get services in accordance with the halal concept criterion from buying package tours to transportation and ground transportation services, and from accommodation services to local tours and returning back to their countries in the same way. Development of the halal tourism service chain in all countries that want to get a share from the halal tourism market is thought to be an important contributor to the service quality and guest satisfaction.

- 58% of the participants are willing to pay more for accommodation companies that have a concept in line with their religious beliefs. It is considered that the fact that participants are willing to pay higher amounts for a concept suitable for beliefs is one of the most important indicators of the emphasis they put on this concept.
- Another remarkable finding of the study concerns the extent to which the participants described themselves as conservative in religious terms. According to the findings, only 16% of respondents identified themselves as “extremely conservative”, while 27% of the participants were “partly conservative”. The frequency of the participants who define themselves as “not conservative” is 7%. This finding reveals that the individuals who got service from the accommodation businesses where the study was carried out are not homogenous in terms of conservatism, and they are individuals from various shades of conservatism, and more interestingly even individuals who do not define themselves as conservative stay in these accommodation businesses. In fact, some factors that such accommodation businesses provide “non-alcoholic environment” conditions, create additional

facilities for “privacy” especially for female guests, and almost all of the guests are “families” turn into a factor of attraction for individuals who do not define themselves as conservative, but who cares about these conditions.

- When the level of satisfaction of the participants from Antalya holiday and the hotels they are staying in is examined, it was determined that female participants were more satisfied than male participants, married with children participants were more satisfied than the others in different marital status, and participants under 18 and over 56 were more satisfied than the participants in the other age groups. Additionally, it was determined that as the level of education and income increased, the level of satisfaction of the participants both from Antalya and from the hotels where they stayed decreased.

As a result of this research carried out with the participation of guests from accommodation establishments serving in the concept of halal tourism in Antalya region, many detailed findings have been revealed regarding the profile of halal tourism tourists. However, as stated earlier, this study is a pilot scheme and only gives information about the tourist profile only in Antalya destination.

In the interviews and meetings held in the hospitality businesses in the Antalya region, it was observed that the main guest group of hotels in the region is composed of local tourists coming from the domestic market (especially, big cities such as Istanbul, Ankara, Bursa, and Konya) and tourists coming from Europe. It was understood that a significant part of the tourists from Europe were Europeans of Turkish origin (expatriates). In fact, it was also reported that the share of these tourists coming from Europe as expatriates reach up to 90% in some hotels. This situation shows that halal concept accommodation establishments in Antalya are largely limited to two markets and that access to other potential markets in the field of halal tourism is very low.

Moreover, Turkey's numerous tourist attractions and strategic advantages such as natural, historical, cultural and artificial attractions, unique Islamic heritage, a 3-hour flight distance to 400 million Muslim population, cultural proximity, advanced tourism infrastructure, and knowledge-experience synthesis in tourism provide unique opportunities for Turkey to open to other markets of halal tourism. The fact that apart from sea-sand-sun tourism, halal tourism can be applied to the contexts of plateau tourism, winter tourism, faith tourism,

culture tourism, film tourism, medical tourism, thermal tourism, accessible tourism, meeting tourism, event tourism brings the opportunity to enter the halal tourism market and to offer products for many sub-segments of this market. For all these reasons, it is thought that the halal tourism market in Turkey can have access to many other Muslim tourism markets besides the domestic market and the expatriates in Europe. In this regard, the markets in which Turkey is can be active in terms of halal tourism and tourism types that are considered suitable for these markets are presented in Figure 14.

Figure 14: Markets in which Turkey can operate in the field of halal tourism and priority tourism types for these markets



In Figure 14, the markets in which Turkey can be active in terms of halal tourism and tourism types that are considered suitable for these markets are shown. The halal tourism market is geographically divided here, taking into account the climatic conditions of the countries in this section, based on a fundamental distinction in the form of northern and southern countries. The most important reason for this distinction is the differences and similarities observed in the touristic product demands of tourists from northern and southern countries. As is known, climatic conditions are effective on the touristic opportunities of different geographies. Seas of cold countries may not be suitable for sea tourism even in summer months. This makes hot seas a natural tourist attraction (pull factor) for people living in these countries. On the other hand, the winter and snow opportunities for people living in the southern countries where the winter season is hardly experienced become a natural tourist attraction. Similarly, geographies with a lot of hot and sunny days are attracted to geographies where rain is constantly experienced, while abundant rain and cool destinations are attractive for constantly hot and dry geographies.

In addition to this geographical distinction, tourism varieties, which are considered suitable for both type of countries, are presented to form a common cluster. All of the types of tourism presented in Figure 15 are the types of tourism that can be realized in the concept of halal tourism.

The main cities in Turkey, where priority tourism types can be realized for the halal tourism markets presented in Figure 14, are shown in Figure 15.

Figure 15: Major cities where priority tourism types can be realized for halal tourism market



With over forty years of experience and knowledge, advanced tourism infrastructure, and professional service culture, Turkey has gained a respected place in the top ten in the world tourism league. It is thought that Turkey should add new types to the existing tourism varieties and take the deserved share from the halal tourism market cake in order to further increase its position among the countries which host the world's most tourists and earn tourism revenues. In this respect, the market needs to be recognized and the characteristic features of the demand should be discovered in the finest detail to make a strong and sound introduction to the halal tourism market. In this study, an important effort was made to recognize the demand for halal tourism despite the modest scope of the study. It is regarded that the continuity of such efforts by means of the studies to be conducted in the coming years will contribute to Turkish tourism with the attempts of the stakeholders of the tourism sector to get the share they deserve from this market.

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