



3RD INTERNATIONAL HALAL (MUSLIM - FRIENDLY) TOURISM CONGRESS DETAILED PROGRAM



DATE

10-12 MAY 2024 (3 DAYS)

LOCATION

İZMİR ROYAL TEOS HOTEL (TÜRKİYE)



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**TURKISH
AIRLINES**

10 MAY 2024 FRIDAY

10.30-11.00	REGISTER	
11.00-12.00	OPENING CEREMONY	
12.00-12.45	RECTOR SESSION – SIGNING CEREMONY	
12.45-13.15	Lunch Break	
13.15-14.00	Friday Jummuah	
14.00-15.00	INDUSTRY SESSION 1 (Hannibal Meeting Hall) “Navigating Muslim-friendly Tourism” Moderator: Prof. Dr. Mehmet Saruřık (Sakarya University of Applied Sciences, Türkiye)	
	Speaker	Affiliation
	Irshad A. Cader	CEO, Globothink, Halal Industry Consultants, Australia
	Temur Mirzaev	CEO, TourismLab, Uzbekistan
	Prof. Dr. Sapta Nirwandar	Chairman of Indonesia Halal Lifestyle Centre (IHLC), Indonesia
	Azamat Zhamankulov	Adviser of Prime Minister of Kyrgyz Republic Co-chairman Association of Resorts of Kyrgyz Republic, Kyrgyztan
15.00-15.15	Coffee Break	
15.15-16.15	INDUSTRY SESSION 2 (Hannibal Meeting Hall) “New Ideas in Muslim-friendly Tourism” Moderator: Asst. Prof. Dr. Ali Eren Balıkel (İstanbul Kent University, Türkiye)	
	Speaker	Affiliation
	Waleed Jahangir	Muslim Travel Show Founder and Director, England
	AbdulMaalik Taylor	CEO and Founder of Halal Tourism Britain and Halal Cruises, England
	Fazal Bahardeen	CEO, Crescentrating & HalalTrip, Singapore
	Soumaya T. Hamdi	Founder of Halal Travel Guide, England
16.15-16.30	Coffee Break	

	INDUSTRY SESSION 3 (Hannibal Meeting Hall) “Innovative Pathways: Advancing Muslim-friendly Tourism” Moderator: Prof. Dr. Volkan Altıntaş (İzmir Katip Çelebi University, Türkiye)	
16.30-17.30	Speaker	Affiliation
	Fayrouz Holliday	Owner of Halal Hopper Travel Taste Experiences Cape Town, South Africa Chairlady of the Halal Tourism Association of South Africa
	Dr. Karim C. Benvenuto	President of Italy Muslim Friendly, Italy
	Lalla Iman Baryala	CEO, Yummuah Company, Spain
	Arif Abbas Manji	Head of Tourism Presidential Delivery Bureau, Zanzibar
	Muhammad Nasir Uddin	CEO of Gausia Adcom & Media Communication Director of the Bangladesh Tourism Foundation, Bangladesh
17.30-17.45	Coffee Break	
	INDUSTRY SESSION 4 (Hannibal Meeting Hall) “Pioneering Perspectives: Shaping the Future of Muslim-friendly Tourism” Moderator: Prof. Dr. Sudhi Rajiv (Haridev Joshi University, India)	
17.45-18.45	Speaker	Affiliation
	Aliyan Ahmed	Managing Editor of The Halal Times, Japan
	Anwarul Azim Chowdhury	First Vice President, Bangladesh Tourism Foundation, Bangladesh
	Ramadhani Kitwana Dau, Ph.D.	Chairman of Tanzania Tourist Board, Tanzania
	Namina Saleh	CEO, Casa Uganda Safaris and Lodges, Uganda Founder of Elgon Tourism Academy
	Golam Mostofa Tuku	Managing Director and CEO of Omni Hotels and Motels Limited, Bangladesh
19.30-21.00	Dinner	
21.30	Traditional Turkish Night	
21.00-22.00	Meeting of Afyon Kocatepe University Tourism Alumni	



ROYAL TEOS THERMAL CLINIC & SPA HOTEL

11 MAY 2024 SATURDAY

ACADEMIC SESSION 1

(Hannibal Meeting Hall)

“Muslim-friendly Tourism and Management”

Moderator: Prof. Dr. Füsün İstanbullu Dinçer (İstanbul University, Türkiye)

Topic	Authors
Development of Halal Tourism in Uzbekistan: Current State and Prospects	Mustaeva Shokhida Sadullaevna (Silk Road International University of Tourism and Cultural Heritage, Uzbekistan)
What More Should We Discover about Halal and Muslim-friendly Tourism?	Assoc. Prof. Dr. Hera Oktadiana (James Cook University, Australia & Trisakti Institute of Tourism, Indonesia)
Balancing the Commodity Economy of Muslim-friendly Tourism with Local Wisdom: A Study in Indonesia	Assoc. Prof. Dr. Yanki Hartijasti (Universitas Indonesia, Indonesia)
Concept of Halal Products and Its Current State in Uzbekistan	Irina Kadirova (“Silk Road” International University of Tourism and Cultural Heritage, Uzbekistan)
Community-Based Agro-Ecotourism Sustainability in Waste Management as a Catalyst for Tourism Development: Insights from Oil Palm Plantation in Sabah, Malaysia	*Asst. Prof. Dr. Che Wan Nur Safraa (Management and Science University, Malaysia) Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia) Assoc. Prof. Dr. Marco Valeri (Niccolo Cusano University, Italy) Asst. Prof. Dr. Norhidayah Azman (Management and Science University, Malaysia)

09.00-10.00

ACADEMIC SESSION 1

(Hector Meeting Hall)

“Muslim-friendly Tourism and Management”

Moderator: Asst. Prof. Dr. Engin Aytekin (Afyon Kocatepe University, Türkiye)

Topic	Authors
Diplomacy of Indonesia in Realizing Halal Tourism	Asst. Prof. Dr. Irma Indrayani (Universitas Nasional, Indonesia) Bima Kurnia (Universitas Nasional, Indonesia)
Implementation of Halal Certification Policy in Indonesia for Small Enterprises in Tourism Areas	Asst. Prof. Dr. Asep Parantika (Universitas Nasional, Indonesia)
Advancing Muslim-friendly Sustainable Tourism in Sri Lanka: Innovative Strategies for Cultural Heritage Enrichment and Hospitality	*Gayathri Puwanendram (University of Sri Jayewardenepura, Sri Lanka) Prof. Dr. D.A.C. Suranga Silva (University of Colombo, Sri Lanka)
Exploring the Potential for Sustainable Halal Tourism Development in Sade Tradional Village, Lombok, Nusa Tenggara Barat, Indonesia	*Astri Rozanah Siregar (Universitas Nasional, Indonesia) Nurul Athiya Ishqila (Universitas Nasional, Indonesia) Irma Indrayani (Universitas Nasional, Indonesia)
Muslim-friendly Ecotourism as a Solution of Global Problems	Barnokhon Hallakova (Research Institute for Tourism Development, Uzbekistan)

ACADEMIC SESSION 1 (Hera Meeting Hall) “Muslim-friendly Tourism in Multidisciplinary Aspects” Moderator: Prof. Dr. Neelima Singh (University of Kota, India)	
Topic	Authors
09.00-10.00	Wellness Across Cultures: Exploring Halal Medical Tourism in Europe *Assoc. Prof. Dr. Viana Hassan (University of Malta, Malta) Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia)
09.00-10.00	The Myths of Arabic Tourism: A Secondary Study Focusing on Gulf *Asst. Prof. Dr. Jatin Maniktala (University of Kota, India) Kirti Maniktala (Silk Road International University of Tourism and Cultural Heritage, Uzbekistan)
09.00-10.00	Embracing Islamic Heritage: Elevating Tourism in Uzbekistan through Muslim-friendly Initiatives and Guide Training Nigora Bukharova (Research Institute for Tourism Development, Uzbekistan)
09.00-10.00	Exploring the Role of Interfaith Engagement in Promoting Halal Tourism: A Qualitative Study on Cultural Exchange, Religious Tolerance, and Social Cohesion *Lect. Sampath Siriwardena (CINEC Campus, Sri Lanka) Prof. Dr. D.A.C. Suranga Silva (University of Colombo, Sri Lanka)
09.00-10.00	Tourist Expectations on Muslim-friendly Tourism and Hospitality in the Context of Local Tourism in The Maldives *Muna Fathmath (Director General at Maldives Media Council, Maldives) Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia)
10.00-10:15	Coffee Break



THE STREETS OF SIĞACIK (SEFERİHİSAR, İZMİR)

10.15-11.15	ACADEMIC SESSION 2 (Hannibal Meeting Hall) “Muslim-friendly Tourism in Multidisciplinary Aspects” Moderator: Prof. Dr. Orhan Batman (Sakarya University of Applied Sciences, Türkiye)	
	Topic	Topic
	Evaluation of Halal Expo Fair from the Perspectives of Tourism Students	Evaluation of Halal Expo Fair from the Perspectives of Tourism Students
	Bibliometric Analysis of Studies Focusing on Halal (Muslim-Friendly) Tourism	Bibliometric Analysis of Studies Focusing on Halal (Muslim-Friendly) Tourism
	A Review of Kosher and Halal Practices in Europe within the Scope of Catering and Restaurant Businesses	A Review of Kosher and Halal Practices in Europe within the Scope of Catering and Restaurant Businesses
	Investigation of the Muslim-friendly Tourism Potential of Izmir Destination	Investigation of the Muslim-friendly Tourism Potential of Izmir Destination
	Online Customer Reviews of Halal Concept Accommodation Businesses in Sakarya: The Case of Halalbooking.Com	Online Customer Reviews of Halal Concept Accommodation Businesses in Sakarya: The Case of Halalbooking.Com
	ACADEMIC SESSION 2 (Hector Meeting Hall) “Muslim- Friendly Tourism and Gastronomy” Moderator: Prof. Dr. Ernawati Sinaga (Universitas Nasional, Indonesia)	
	Topic	Authors
	Halal Tourism and Gastronomy: Cultural Features and Development Trends	Salieva Ekaterina Sergeevna (Silk Road International University of Tourism and Cultural Heritage, Uzbekistan)
	Exploring the Role of Religious Food Traditions and Rituals in the Culinary Culture of Izmir: An Investigation	Asst. Prof. Dr. Betül Öztürk (Izmir University of Economics, Türkiye)
	Role of Human Resources in Promoting Socio-Economic Development through Halal Gastro Tourism in Uzbekistan	Tukhtayeva Khurshida Farkhodovna (Research Institute for Tourism Development, Uzbekistan)
	Indonesia Halal Gastronomy Tourism: Exploring Local Wisdom on Food Culture	Asst. Prof. Dr. Aam Bastaman (Universitas Trilogi, Indonesia)
	Risk Perception Towards Halal Food: A Study on Non-Muslim Consumers in The UK	Asst. Prof. Dr. Ali Eren Balıkel (İstanbul Kent University, Türkiye)

ACADEMIC SESSION 2 (Hera Meeting Hall) “Muslim-friendly Tourism in Multidisciplinary Aspects” Moderator: Asst. Prof. Dr. Akif Gökçe (Sakarya University of Applied Sciences, Türkiye)	
Topic	Authors
10.15-11.15	The Importance of Halal Tour Guides' Education in Muslim-friendly Tourism *Ivana Karanikić (WFTGA National Trainer, Croatia) Mateja Kregar Gliha (University of Maribor, Slovenia) Ivana Čuruvija (WFTGA Lead International Trainer, Serbia) Miloš Čuruvija (College for Business and Tourism, Serbia) Hossein Dehghanmanshadi (WFTGA International Trainer, Iran)
	Developing Halal Tourism in Uzbekistan: Problems and Solutions *Soatova Sabohat Abdumusaevna (Research Institute for Tourism Development, Uzbekistan) Soatova Shohista Abdumusaevna (Tashkent State Pedagogical University, Uzbekistan)
	Interior Design and Commercial Signage Analysis of Halal Restaurants in a Capital Town and Only City in Sultan Kudarat, Philippines *Prof. Dr. Mildred F. Accad (Sultan Kudarat State University, Philippines) Jaad - Alhaq Bua (Sultan Kudarat State University, Philippines)
	Exploring Students' Interest and Readiness in Halal Goat Science at Sultan Kudarat State University : A Case Study of Bachelor of Science in Agriculture (BSA) and Bachelor of Agricultural Technology (BAT) Freshmen Noraisa K. Yasin, Ph.D. (Sultan Kudarat State University, Philippines)
	Workation: An Emerging Trend for Halal Muslim? *Prof. Dr. Che-Jen SU (Fu Jen Catholic University, Taiwan)
11.15-11.30	Coffee Break

11.30-12.30	INDUSTRY SESSION 5 (Hannibal Meeting Hall) “Reimagining Halal Travel: Progressive Ideas in Muslim-friendly Tourism” Moderator: Assoc. Prof. Dr. Hera Oktadiana (James Cook University, Australia & Trisakti Institute of Tourism, Indonesia)	
	Speaker	Affiliation
	Sadia Ramzan	Founder and Director of The Muslim Women Travel Group, England
	Dr. Aleksandra Gardasevic-Slavuljica	International Tourism Consultant, Montenegro
	Sacide Tuba Barkçin	Freelance Journalist / Content Creator, Türkiye
	Hafsa Gaher	Founder and Director of the Halal Travel Network, England Founder of Archer & Gaher Adventures
	ACADEMIC SESSION 3 (Hector Meeting Hall) “New Ideas in Muslim- Friendly Tourism” Moderator: Prof. Dr. D.A.C. Suranga Silva (University of Colombo, Sri Lanka)	
	Topic	Authors
	The Digital Communication Strategy of Halal Tourism and Muslim-friendly in Indonesia	*Lect. Dela Anjelawati (Universitas Nasional, Indonesia)
	A Theoretical Model of Augmented Reality Acceptance in Muslim-friendly Travel and Tourism	Siti Nabilla Ismail (International Islamic University, Malaysia) Prof. Dr. Roslina Othman (International Islamic University, Malaysia) Prof. Dr. Ida Madieha Abdul Ghani Azmi (International Islamic University, Malaysia) *Assoc. Prof. Dr. Noriah Ramli (International Islamic University, Malaysia)
Exploring Innovative Approaches in Muslim Friendly Tourism	Elena Salnikova (“Silk Road” International University of Tourism and Cultural Heritage, Uzbekistan)	
An analysis of Tourists' Attitude Towards Viral Marketing in the Klang Valley Region of Malaysia	Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia) *Asst. Prof. Dr. Norhidayah binti Azman (Management and Science University Malaysia) Nurul Atiqah Mohammad Zamri (Management and Science University, Malaysia) Nur Ameera Sofea (Management and Science University, Malaysia) Asst. Prof. Dr. Che Wan Nur Safraa (Management and Science University, Malaysia)	
Marketing Strategies for Attracting Muslim Tourists to Mandeh Island: A Case Study of Digital Marketing Initiative	Siska Mandalia (Islamic State University Mahmud Yunus Batusangkar, Indonesia & University of Dundee, Scotland)	
12.30-13.30	Lunch Break	

13.30-14.30	INDUSTRY SESSION 6 (Hannibal Meeting Hall) “Marketing Muslim-friendly Tourism Services Globally” Moderator: Yusuf Gerçeker (General Manager of Royal Teos Hotel, Türkiye)	
	Speaker	Affiliation
	Diyaeddin Şahin	Chairman of Association of Hajj Umrah Travel Agencies, Türkiye
	Murat Kundak	Chairman of MUSİAD Tourism Sector Board and Chairman of METUR Board, Türkiye
	Mecit Kılınçarslan	Vice Chairman of MUSİAD Tourism Sector Board and Chairman of TSA Travel Board, Türkiye
	Mustafa Topaloğlu	Chairman of the Board of All Seasons Hotel, Türkiye
	İbrahim Karaman	Chairman of the RI-ART Tourism Investors Association, Türkiye
	ACADEMIC SESSION 4 (Hector Meeting Hall) “Muslim-friendly Tourism in Multidisciplinary Aspects” Moderator: Assoc. Prof. Dr. Viana Hassan (University of Malta, Malta)	
	Topic	Authors
	The Impact of Halal Hotel Service Quality on Hotel Prices	*Zhao Yi (Management and Science University, Malaysia) Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia) Zou Tongqian (Management and Science University, Malaysia) Zheng Jie (Management and Science University, Malaysia)
Analysis of Factors Influencing Corporate Carbon Information Disclosure - Experience of Halal Food Industry Company in China	*Lect. Weishi Song (Management and Science University, Malaysia) Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia) Assoc. Prof. Dr. Aza Azlina Binti Md Kassim (Management and Science University, Malaysia)	
Navigating the Flavorful Landscape: Halal Culinary and Tourism Marketing Strategies in China	*Wang Li (Anhui University, China) Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia) Ma Ruiyao (Management and Science University, Malaysia)	
14.30-14.45	Coffee Break	



SIĞACIK CASTLE (SEFERİHİSAR, İZMİR)

14.45-15.45	ACADEMIC SESSION 5 (Hannibal Meeting Hall) “Muslim-friendly Tourism in Multidisciplinary Aspects” Moderator: Prof. Dr. Serkan Şengül (Sakarya University of Applied Sciences, Türkiye)	
	Topic	Authors
	Evaluation of Wooden Mosques in terms of Religious Tourism: Bolu Example	*Lect. Yusuf İnce (Bolu Abant İzzet Baysal University, Türkiye) Prof. Dr. Muammer Mesci (Düzce University, Türkiye) Asst. Prof. Dr. Zeynep Mesci (Düzce University, Türkiye)
	A Research on Guest Evaluations of Hotels with Halal Tourism Service Certificate	*Assoc. Prof. Dr. Erkan Akgöz (Selçuk University, Türkiye) Bengü Su Karagöz (Selçuk University, Türkiye) Beyza Akın (Selçuk University, Türkiye)
	An Emerging Nature-Based Muslim-friendly Tourism Destination in Türkiye: Fırtına Valley	*Assoc. Prof. Dr. Ömer Akgün Tekin (Akdeniz University, Türkiye) Asst. Prof. Dr. Engin Üngüren (Alanya Alaaddin Keykubat University, Türkiye)
	Online Marketing of Halal Foods: The Example of Hepsiburada and Trendyol	*Asst. Prof. Dr. Elif Aslan (Bolu Abant İzzet Baysal University, Türkiye) Prof. Dr. Serkan Şengül (Sakarya University of Applied Sciences, Türkiye)
	An Analysis and Evaluation of Halal Hotels’ Social Media Accounts on Instagram	*Enes Ölmez (Aydın Adnan Menderes Üniversitesi, Türkiye) Assoc. Prof. Dr. Ahu Yazıcı Ayyıldız (Aydın Adnan Menderes Üniversitesi, Türkiye)
	ACADEMIC SESSION 5 (Hector Meeting Hall) “Muslim-friendly Tourism and Social Media” Moderator: Assoc. Prof. Dr. Dababrata Chowdhury (Canterbury Christ Church University, England)	
	Topic	Authors
	The Impact of Social Media on Driving Revisit Intentions in Tourism and Its Correlation with Fanaticism	Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia) *Asst. Prof. Dr. Norhidayah binti Azman (Management and Science University, Malaysia) Iylia Dayana Mohamed Izwan (Management and Science University, Malaysia) Ahmad Shazeer Mohamed Thaheer (Management and Science University, Malaysia) Asst. Prof. Dr. Che Wan Nur Safraa (Management and Science University, Malaysia)
	Social Media Trends Impact on Muslim Millennial Travelers Behavior of Tourism Industry: Literature Review	*Nurul Atiqah Mohamad Zamri (Management and Science University, Malaysia) Assoc. Prof. Dr. Ahmad R Albattat (Management and Science University, Malaysia) Asst. Prof. Dr. Norhidayah Azman (Management and Science University, Malaysia)
	Exploring Muslim Friendly Tourist Destination through Tweets/Blogs/Pictures on Social Media	*Assoc. Prof. Dr. Anukrati Sharma (University of Kota, India) Asst. Prof. Dr. Shruti Arora (University of Kota, India) Om Krishan Gunjal (University of Kota, India)
	The Impact of TikTok on Tourists' Decision-Making Process in Selecting Travel Destinations	Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia) *Asst. Prof. Dr. Norhidayah binti Azman (Management and Science University, Malaysia) Iylia Dayana Mohamed Izwan (Management and Science University, Malaysia) Ahmad Shazeer Mohamed Thaheer (Management and Science University, Malaysia) Asst. Prof. Dr. Che Wan Nur Safraa (Management and Science University, Malaysia)

ACADEMIC SESSION 5 (Hera Meeting Hall) “Muslim- friendly Tourism and Management” Moderator: Prof. Dr. Said Laouadi (Cadi Ayyad University, Morocco)		
Topic	Authors	
14.45-15.45	Utilizing Tourism to Bolster Arabic Language Security	*Asst. Prof. Dr. Ihab Said Ibrahim (Kastamonu University, Türkiye) Asst. Prof. Dr. Soaad Sholak (Kastamonu University, Türkiye)
	Cultural Heritage as Mechanism for Developing Halal Tourism	*Asst. Prof. Dr. Taha Aissani (University of Kasdi Merbah Ouargla, Algeria)
	The Historical Components of Islamic Tourism and Ways to Activate it in Algeria	*Prof. Dr. Benhamed Abdelgheni (Illizi University Center, Algeria) Prof. Dr. Imane Bebbi (Illizi University Center, Algeria)
	A Research on Whether Bungalows in Sapanca Destination Meet Halal Expectations: An Examination on The Opinions of Arab Guests	Asst. Prof. Dr. Akif Gökçe (Sakarya University of Applied Sciences, Türkiye) *Rabia Allami (Sakarya University of Applied Sciences, Türkiye) Bilal Furkan Sırım (Sakarya University of Applied Sciences, Türkiye) Prof. Dr. Orhan Batman (Sakarya University of Applied Sciences, Türkiye)
	Analysis of Consumer Behavior in Halal Tourism According to Psychological Models	Asst. Prof. Dr. Bezzih Hana (University of Setif, Algeria)
15.45-16.00	Coffee Break	



TEOS MARINA (SEFERİHİSAR, İZMİR)

16.00-17.00	ACADEMIC SESSION 6 (Hannibal Meeting Hall) “Muslim-friendly Tourism in Multidisciplinary Aspects” Moderator: Prof. Dr. Şuayıp Özdemir (Afyon Kocatepe University, Türkiye)	
	Topic	Authors
	Review of Studies in the Field of Halal Food by Bibliometric Analysis Method	*Kübra Nur Sevim (Gaziantep University, Türkiye) Asst. Prof. Dr. Abdullah Akmaz (Mersin University, Türkiye) Assoc. Prof. Dr. Metin Sürme (Gaziantep University, Türkiye)
	The Role of Halal Food in the Holiday Choice of Muslim Turkish Tourists	Yasemin Bilgin Koçak, Ph.D. (Independent Researcher, Türkiye) *Eda Hazarhun, Ph.D. (Independent Researcher, Türkiye) Prof. Dr. Burçin Cevdet Çetinsöz (Alanya Alaaddin Keykubat University, Türkiye)
	A Financial Comparison of Halal Tourism Hotels and All Inclusive Hotels in Antalya Province	*Asst. Prof. Dr. Şeyda Faikoğlu (Düzce University, Türkiye)
	The Supply Chain Processes of Halal Food Products From the Perspective of Chefs	Assoc. Prof. Dr. Nihan Yarmacı Güvenç (Istanbul Gedik University, Türkiye) Assoc. Prof. Dr. Alper KURNAZ (Bolu Abant İzzet Baysal University, Türkiye) *Lect. Uğur Lokman (Dokuz Eylül University, Türkiye)
	A Study on "What and For What Reason" Questions that Drive People to Religious and Halal Tourism. Religious Tourism Places of Azerbaijan	*Fidan Ruhulla Velizade (Azerbaijan Tourism and Management University, Azerbaijan)
	ACADEMIC SESSION 6 (Hector Meeting Hall) “Muslim-friendly Tourism and Management” Moderator: Prof. Dr. Mithat Zeki Dinçer (Ibn Haldun University, Türkiye)	
	Topic	Authors
	An Innovative Approach in Halal Quality Infrastructure in Türkiye: Halal Tourism	Ayşe Merve Özdemir (Halal Accreditation Agency, Türkiye)
	Halal Tourism Services in Türkiye: A Swot Analysis	İsra Yiğitvar, Ph.D. (Halal Accreditation Agency, Türkiye)
	Halal Tourism in Social Ecosystem Management	Mokhlesur Rahman (Bangladesh Tourism Foundation, Bangladesh)
	Promoting Halal Tourism Industry Through the University Academic Curriculum	Assoc. Prof. Dr. Mohamed Jaafari (University Sultan Moulay Slimane, Morocco)

ACADEMIC SESSION 6 (Hera Meeting Hall) “Muslim-friendly Tourism and Technology” Moderator: Assoc. Prof. Dr. Anukrati Sharma (University of Kota, India)	
Topic	Authors
16.00-17.00	Generation Z and Y's Virtual Voyage: Exploring Hajj and Umrah through The Digital Lens Asst. Prof. Dr. Akif Gökçe (Sakarya University of Applied Sciences, Türkiye) Asst. Prof. Dr. Fatima Zahra Fakir (University of Padova, Italy) *Yacine Hacine (University of Kasdi Merbah, Algeria)
16.00-17.00	An Exploration into Technological Applications within Muslim-friendly Tourism (MFT) in Malaysia: A Literature Review *Nur Ameera Sofea (Management and Science University, Malaysia) Assoc. Prof. Dr. Ahmad R. Albattat (Management and Science University, Malaysia) Asst. Prof. Dr. Norhidayah Azman (Management and Science University, Malaysia) Ahmad Sayuti Yahya (Management and Science University, Malaysia)
16.00-17.00	Exploring the Role of Artificial Intelligence in Transforming Halal Tourism *Assoc. Prof. Dr. Viana Hassan (University of Malta, Malta)
16.00-17.00	The Pivotal Role of Artificial Intelligence in Shaping the Future of Muslim-friendly Tourism *Prof. Dr. Mohamed Battour (A'Sharqiyah University, Egypt) Lect. Khalid Mady (A'Sharqiyah University, Egypt) Asst. Prof. Dr. Mohamed Salaheldeen (A'Sharqiyah University, Egypt)
16.00-17.00	Impact and Effect of Artificial Intelligence (AI) and Globalisation for Muslim-friendly Tourism Industry *Assoc. Prof. Dr. Dababrata Chowdhury (Canterbury Christ Church University, England) Asst. Prof. Dr. Abdulrahman Al Enezi (Kuwait State University, Kuwait)
17.00-17.15	Coffee Break

17.15-18.15	INDUSTRY SESSION 7 (Hannibal Meeting Hall) “Marketing Muslim-friendly Tourism Services Globally” Moderator: Assoc. Prof. Dr. Ahmad Albattat (Management and Science University, Malaysia)	
	Speaker	Affiliation
	Hafiz Maqsood Ahmed	Editor-in-Chief, The Halal Times, Japan
	Mohammed Jawad Alhelal	Director of Business Development Techin Company & Yummuah Company, Saudi Arabia
	Zain Haq	Muslim Travel Blogger at @MuslimTravelers, USA
	Mian Athar Jameel	Head of Riphah Institute of Hospitality and Culinary Arts, Director Market Research at Tourism Insights, Pakistan
	ACADEMIC SESSION 7 (Hector Meeting Hall) “Muslim-friendly Tourism in Multidisciplinary Aspects” Moderator: Asst. Prof. Dr. Ihab Said Ibrahim (Kastamonu University, Türkiye)	
	Topic	Authors
	Opportunities of Startups to Improve the Muslim Tourist Experience of Tourist Destinations in Light of Digital Transformation: The Case of Algeria	Benlahbib Mohcene (University of Kasdi Merbah Ouargla, Algeria)
	Halal Gastronomic Tourism in Tunisia	Prof. Dr. Mabrouk Mchiri (Université de Carthage, Tunisia)
The Role of Food in Halal Tourism: Morocco as a Case Study	Prof. Dr. Said Laouadi (Cadi Ayyad University, Morocco)	
Halal Tourism as an Alternative Strategy for Achieving Economic Development	Abdallah Fouzai, Ph.D. (University of Alger, Algeria)	
An Analytical Study of the Tourism Shopping Approach as one of the Models in Activating Halal Tourism: The Case of Shopping Tourism in Dubai During the Period 2012-2016.	Amor Charif (University of Batna 1, Algeria)	
18.15-18.30	Coffee Break	
18.30-19.00	Closing Ceremony	
20.00	Gala Dinner – Traditional Turkish Night	

12 MAY 2024 SUNDAY

08.00-09.15

Breakfast

SOCIAL TRIP

The social trip will take place in Selçuk district of Izmir
Ephesus Ancient City, Isa Bey Mosque and House of the Virgin Mary will be visited in Selçuk.

09.30

Departure from the Royal Teos Hotel

10.30

Arrival in Selçuk

10.30-14.30

Ephesus Ancient City, Isa Bey Mosque and the House of the Virgin Mary

14.30

Departure from Selçuk

15.30

Arrival in Royal Teos Hotel



Ephesus Ancient City



Isa Bey Mosque



House of the Virgin Mary