

8-3-2023

Review of: Islamic Tourism: Management of Travel Destinations by Ahmad Jamal, Kevin A. Griffin & Razaq Raj

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Recommended Citation

Kaluvilla, Bincy (2023) "Review of: Islamic Tourism: Management of Travel Destinations by Ahmad Jamal, Kevin A. Griffin & Razaq Raj," *International Journal of Religious Tourism and Pilgrimage*: Vol. 11: Iss. 1, Article 10.

doi:<https://doi.org/10.21427/EWFJ-P892>

Available at: <https://arrow.tudublin.ie/ijrtp/vol11/iss1/10>

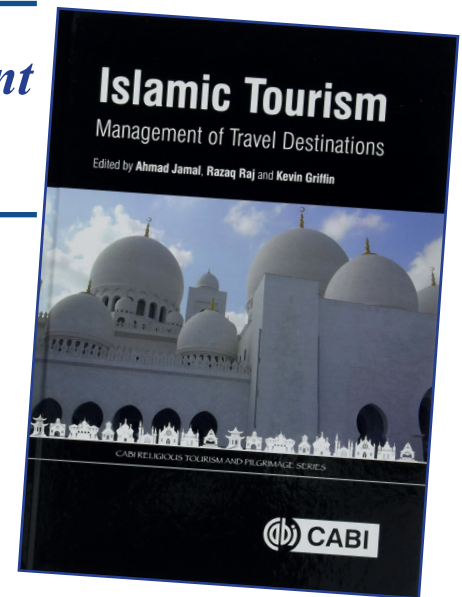
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Review of: *Islamic Tourism: Management of Travel Destinations*

Jamal, A., Griffin, K. and Raj, R. (Eds.) (2018) *Islamic Tourism: Management of Travel Destinations*. CABI, Wallingford, UK., 260 pp., £47.55, €52.80, \$63.35. Hardback: ISBN: 978-1-78639-413-2260; ePDF: eISBN: 978-1-78639-414-9.



The book *Islamic Tourism: Management of Travel Destinations*, focuses on Islamic tourism, encompassing halal tourism, pilgrimage, and religious tourism, together with other elements of religious tourism, such as planning and management. The book emphasises the theoretical basis and expansion of Islamic travel together with the management and promotion of destinations. According to the book, Islamic tourism is tourism mainly embarked on by its adherents within the Muslim world. The book notes that this kind of tourism is not only inspired by religious feelings but also encompasses participants seeking comparable leisure experiences to non-Muslims inside the constraints established by Islam, and thus, destinations are, not essentially sceneries where Sharia or complete Islamic law is implemented.

Divided into three parts, the book holds eighteen chapters authored by different experienced writers. The first part outlines on the theoretical framework and growth of Islamic tourism. The part holds four chapters. The section introduces the audience to Islamic tourism and also tackles topics on destinations, marketing approaches and issues, and the role of culture and religiosity. From this first part, the book reveals that the demand for Islamic tourism destinations is increasing as the Muslim populace expands globally. In addition, its market forecast was estimated to be 238 billion US dollars by 2019. The information in the first part highlights the material contained in the other parts.

The second part focuses on the management and development of destinations and holds five chapters. The five chapters tackle issues such as the use of social media and Islamic tourism, Sufi tourism, the effect of Hajji satisfaction on Islamic religious commitment, the impact of Umrah superiority features on religious tourist allegiance in Saudi Arabia, and Islamic customer relationship marketing. According to the book, even though acknowledging the necessity of theological contextualisation to frame religious tourism and moving beyond the economic viewpoint, managing Islamic destinations needs a nuanced and particular set of management deliberations. The section also discusses how some Muslim nations are more economically developed and can promote and sustain luxurious Islamic tourism.

The third and final part focuses on global case studies covering challenges and problems in Islamic tourism. The third part has nine chapters hence it is the longest part of the book. The chapters discuss halal tourism, religious tourism in the Sultanate of Oman, holy foods and religious cuisine emphasising Mevlevi and Konya cuisine, constructs of foot pilgrimage in Islam, and a multidimensional movement of religious travellers. This part demonstrates how this religious movement has changed the lives of many across the world.

The book covers three aspects of Islamic tourism in terms of sacred, ancient, and emerging tourist destination locations. The book also reviews new forms of faith systems, pilgrimage, and quasi-religious activities. The book bridges the ever-widening gap between specialists within the religious, tourism, education, and management sectors through a collection of contemporary perspectives. In summation, according to the book, considering the needs of Muslim tourists would help in planning and managing product development within the Islamic tourism sector.

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