

Tourist Satisfaction In Malaysia

Hospitality and Tourism - Synergizing creativity and innovation in research contains 116 accepted papers from the International Hospitality and Tourism Postgraduate Conference 2013 (Shah Alam, Malaysia, 23 September 2013). The book presents trends and practical ideas in the area of hospitality and tourism, and is divided into the sections below:-

Business tourism is a newly coined terminology in social sciences and management literature. It is defined as individuals traveling and staying outside of their hometowns for not more than one successive year for the purpose of enjoyment and other drives (e.g., learning and business activities). Key business tourism activities include attending a variety of meetings, conferences, and workshops as well as exhibitions. Understanding the negative and positive aspects of business tourism is essential to promoting employee learning and knowledge transfer skills. *Accelerating Knowledge Sharing, Creativity, and Innovation Through Business Tourism* is an essential reference source that discusses how differences in cultures, communities, rituals, norms, and scope of business tourism could influence knowledge sharing practices. Moreover, this book promotes an understanding on how to learn from different cultures and enhance absorptive capacity by interacting with different personalities and cultures. Featuring research on topics such as knowledge management, social capital, and consumer behavior, this book is ideally designed for business professionals, managers, administrators, hotel executives, IT specialists, executives, entrepreneurs, managing directors, and students looking to boost their existing skills and expertise with innovation and creativity by interacting with others and in a new context.

Travellers today face many challenges from risk and safety issues. Focusing in particular on risk and safety issues faced by visitors to holy sites, this book looks at the unique challenges raised, where annual religious festivals are commemorated with mass gatherings lasting for days and large crowds require detailed disaster management plans. Beginning with a general section on risk management, covering areas such as disaster management, terrorism, crime and security, the book then delves deeper into specific issues and challenges. It reviews important topics such as understanding the behaviour of crowds, how to perform a risk assessment for a sacred space, and travelling in what some would regard as an increasingly hostile world. Mitigating risk at mass gathering events and festivals is an area that still needs further research, but this book brings together current thought and provides a valuable reference for those studying religion, tourism and events, as well as event organizers, emergency and hospital services, and local authorities.

The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business management and entrepreneurship. The Contributions are the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Creating Innovative and Sustainable Value-added Businesses in the Disruption Era". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their researches, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

The tourism industry is a multi-billion dollar enterprise, with more people from all cultures and nationalities choosing to spend their leisure time traveling and visiting new locations. To exploit this burgeoning market, tourism agencies must carefully consider the desires and goals of travelers from around the world. *The Handbook of Research on Global Hospitality and Tourism Management* contributes to the body of knowledge on travel and tourism by presenting a global view of the hospitality industry, including theoretical research into industry trends as well as case studies from around the world. This handbook provides travel agents, owner-operators, and students and researchers in the hospitality industry with the latest research, findings, and developments in the field. Within this handbook of cutting-edge research, readers will find chapters and cases on topics such as travel and tourism in a global economy; local, glocal, and international hospitality; challenges in environmental management; cultural cuisine; and destination management, among others.

Lampung's image is very important to attract travelers to visit it. Though facilities are less, it is expected that other attractions possessed by Lampung may interest the travelers. Quality is what is perceived by travelers based on their experiences while exploring Lampung. A good image is believed to interest travelers to enter and experience Lampung. Together, image and perceived quality are believed to increase certain satisfaction towards the travelers. Hence, only satisfied travelers are willing to revisit Lampung in the future and even recommend it to other travelers or post it on their social media. In return, it will increase the popular image of Lampung for new travelers. As expected, this study found that destination image has a significant influence on destination perceived quality, destination image has a significant influence on tourist satisfaction, destination perceived quality has a significant influence on tourist satisfaction, and satisfaction has a significant influence on revisit intention.

This proceedings volume contains papers presented at the 2014 International Conference on Management and Technology in Knowledge, Service, Tourism & Hospitality (SERVE 2014), covering a wide range of topics in the fields of knowledge and service management, web intelligence, tourism and hospitality. This overview of current state of affair

Theory and Practice in Hospitality and Tourism Research includes 111 contributions from the 2nd International Hospitality and Tourism Conference 2014 (Penang, Malaysia, 2-4 September 2014), and covers a comprehensive range of topics, including:- Hospitality management- Hospitality & tourism marketing- Tourism management- Technology & innova

This book discusses the interactions between societies and examines how people behave in the cyber world. It highlights the effects of the Internet on individuals' psychological well-being, the formation and maintenance of personal relationships, group memberships, social identity, the workplace, the pedagogy of learning and community involvement. The book also explores in-depth the unique qualities of Internet technologies and how these have encouraged people to interact across communities. It is a valuable resource for academics, practitioners and policy makers who want to understand the capabilities of Internet technologies and their impacts on people's lives.

This research is intent to identify the factors that are influencing tourist satisfaction in Islamic tourist destination in Malaysia. Data

were collected through distributing self-structured questionnaire among the Muslim tourists in significant Islamic tourist destinations in Malaysia. This research proposed a conceptual framework to examine the relationship among religious motivation, destination selection, destination image, perceived value, service quality on tourist satisfaction. Factor Analysis was used to test the factorial validity of constructs and Structural Equation Modeling (SEM) was used to test the goodness of the proposed hypothesized model. The empirical results of this research provide justifiable evidence that the proposed conceptual framework of tourist satisfaction is acceptable. The findings of this research indicated that Malaysian Islamic destination has acceptance to the Muslim tourists all around the world. The results depict that religious motivation, destination image, service quality are the important antecedents to tourist satisfaction in Islamic tourist destination. Interestingly the result shows that perceived value is negatively related with tourist satisfaction. In addition religious motivation is not significantly related with destination selection as well as destination selection is not significantly related with destination image. The findings of this research are valuable asset for travel and tour business companies and tourism Malaysia. Academician, researchers, tourism policy makers can also benefit from this research and its findings.

Destination branding and marketing form the backbone of tourism industry growth, but it is increasingly important that the strategies employed consider and promote sustainable solutions. This book provides a comprehensive set of tools and techniques for branding and marketing for sustainable tourism development. It blends tourism and marketing strategies with practical, innovative information technology solutions and a psychological perspective, providing illustrative case studies and examples to aid understanding. Addressing opportunities and challenges across the field, it also reviews how different types of tourism such as community based, accessible, film, agricultural and cultural-heritage tourism entail unique issues for development.

Routledge Handbook of the Tourist Experience offers a comprehensive synthesis of contemporary research on the tourist experience. It draws together multidisciplinary perspectives from leading tourism scholars to explore emergent tourist behaviours and motivations. This handbook provides up-to-date, critical discussions of established and emergent themes and issues related to the tourist experience from a primarily socio-cultural perspective. It opens with a detailed introduction which lays down the framework used to examine the dynamic parameters of the tourist experience. Organised into five thematic sections, chapters seek to build and enhance knowledge and understanding of the significance and meaning of diverse elements of the tourist experience. Section 1 conceptualises and understands the tourist experience through an exploration of conventional themes such as tourism as authentic and spiritual experience, as well as emerging themes such as tourism as an embodied experience. Section 2 investigates the new, developing tourist demands and motivations, and a growing interest in the travel career. Section 3 considers the significance, motives, practices and experiences of different types of tourists and their roles such as the tourist as photographer. Section 4 discusses the relevance of 'place' to the tourist experience by exploring the relationship between tourism and place. The last section, Section 5, scrutinises the role of the tourist in creating their experiences through themes such as 'transformations in the tourist role' from passive receiver of experiences to co-creator of experiences, and 'external mediators in creating tourist experiences'. This handbook is the first to fill a notable gap in the tourism literature and collate within a single volume critical insights into the diverse elements of the tourist experience today. It will be of key interest to academics and students across the fields of tourism, hospitality management, geography, marketing and consumer behaviour.

The Journal of Global Business and Management Research (GBMR) strives to comply with highest research standards and scientific/research/practice journals' qualities. Being international and inter-disciplinary in scope, GBMR seeks to provide a platform for debate among diverse academic and practitioner communities who address a broad area of business and management issues across the globe. This peer-reviewed journal is currently indexed in EBSCO and Gale.

Tourism has attracted increasing interest from not only scholars with a background in the subject, but also those studying in a number of other fields, given the growing relevance of areas such as psychology, sociology, planning and marketing. As such, this book brings together twelve chapters addressing various aspects of tourism development, from sustainability and ecotourism to cases of developing alternative tourism products. The contributions are enriched through selected practical case studies from a wide range of countries, including the United Arab Emirates, Slovenia, Vietnam, Malaysia, Mexico, South Africa, France, Turkey, and Argentina. The book, systematic in structure and thorough in content, will be useful for people from academic and practical backgrounds seeking to update their current knowledge of tourism development.

As in other fields of research, the behaviour of consumers has also received a great deal of attention in tourism research over the past few decades due to its growing importance in the efficient marketing and management of tourism operations. The rapid development of IT applications and the equally swift changes of needs and wants have influenced consumers in terms of the behaviour involved in searching for information and in decision-making processes. As such, this book encompasses a collection of chapters addressing various aspects of tourist behaviour, from need-recognition to post-consumption, supported through selected practical examples from a range of countries, such as Portugal, Italy, New Zealand, Jamaica, Taiwan, Malaysia, and South Africa, among others. The book, systematic in structure and thorough in content, is very useful for people who wish to improve and update their current knowledge of tourist behaviour, and also to those carrying out further research on this field.

Globally the hospitality and tourism industry is evolving and undergoing radical changes. The past practices are now advancing through the rapid development of knowledge and skills acquired to adapt and create innovations in various ways. Hence, it is imperative that we have an understanding of the present issues so that we are able to remedy problems. Positive psychology focuses on finding the best one has to offer and repairing the worst to such a degree that one becomes a more responsible, nurturing, and altruistic citizen. However, since businesses are composed of groups and networks, using positive psychology in the workplace requires applications at both the individual and the group levels. There is a need for current studies that examine the practices and efficacy of positive psychology in creating organizational harmony by increasing an individual's wellbeing. The Handbook of Research on Positive Organizational Behavior for Improved Workplace Performance is a collection of innovative research that combines the theory and practice of positive psychology as a means of ensuring happier employees and higher productivity within an organization. Featuring coverage on a broad range of topics such as team building, spirituality, and ethical leadership, this publication is ideally designed for human resources professionals, psychologists, entrepreneurs, executives, managers,

organizational leaders, researchers, academicians, and students seeking current research on methods of nurturing talent and empowering individuals to lead more fulfilled, constructive lives within the workplace.

Islamic tourism is not purely motivated by religion; it also includes participants pursuing similar leisure experiences to non-Muslims, within the parameters set by Islam. Destinations are therefore not necessarily locations where Shari'a or full Islamic law is enforced. Demand for Islamic tourism destinations is increasing as the Muslim population expands, with the market forecast to be worth around US\$238 billion. This book explores the ever-widening gap between the religious, tourism, management and education sectors. It provides practical applications, models and illustrations of religious tourism and pilgrimage management from a variety of international perspectives, and introduces theories and models in an accessible structure. The book: - Includes a range of contemporary case studies of religious and pilgrimage activities. - Covers ancient, sacred and emerging tourist destinations. - Reviews new forms of pilgrimage, faith systems and quasi-religious activities. This book offers an engaging assessment of the linkages and interconnections between Muslim consumers and the places they visit. It provides an important analysis for researchers of religious tourism, pilgrimage and related subjects.

Proceedings of the First International Conference on Social Science, Humanities, Education and Society Development (ICONS) 2020, 30 November 2020, Tegal, Central Java, Indonesia. ICONS is an International Conference hosted by Universitas Pancasakti Tegal. This Conference is arranged to become an annual conference making room for scholars and practitioners in the area of economic, socio-cultural, legal, educational, environmental aspects as well as a combination of all these aspects.

This book introduces a wide range of topics related to ecotourism, rural tourism and rural community development within Malaysia and outside of Malaysia. Among the topics include research paradigm in ecotourism research, ecotourism impacts to the local community development, ecotourism challenges and its solutions, tourist satisfaction towards ecotourism services, and others. The discussed topics in this book have been theoretically and empirically validated by the authors and provide a meaningful discussion within the ecotourism and rural community development areas. This book is timely to recognise ecotourism contributions towards rural community development issues within the selected countries done by the authors. This book is suitable for college and university students, academicians, government and private agencies, policy makers, NGOs and the general public who are interested in ecotourism and rural community development issues in developed and developing countries. Moreover, this book may be considered as a reference to those invested in ecotourism ventures as well as studies related to the ecotourism and rural community development. Heritage, Culture and Society contains the papers presented at the 3rd International Hospitality and Tourism Conference (IHTC2016) & 2nd International Seminar on Tourism (ISOT 2016), Bandung, Indonesia, 10—12 October 2016). The book covers 7 themes: i) Hospitality and tourism management ii) Hospitality and tourism marketing iii) Current trends in hospitality and tourism management iv) Technology and innovation in hospitality and tourism v) Sustainable tourism vi) Gastronomy, foodservice and food safety, and vii) Relevant areas in hospitality and tourism Heritage, Culture and Society is a significant contribution to the literature on Hospitality and Tourism, and will be of interest to professionals and academia in both areas.

Patient loyalty and its attributes are significant concerns for healthcare industries. Research has been done on this issue in numerous contexts but research in Malaysian healthcare industry is still scarce. This study investigated the relationship between service quality, hospital accreditation on customer satisfaction and customer loyalty. The research examined five factors of service quality: responsiveness, assurance, tangibility, empathy, reliability. This study utilized nonprobability convenient sampling from 20 private hospitals that promote medical tourism in Klang Valley, Malaysia. A total of 378 medical tourists participated in the survey. Statistical tests carried out include descriptive statistics, internal consistency, reliability and validity. Correlation analysis and PLS Structural Equation Modeling (SEM) was also conducted to determine the relationships of the variables. The main finding shows that there is a positive relationship between service quality and customer satisfaction, service quality and customer loyalty, hospital accreditation on customer satisfaction, and customer satisfaction on customer loyalty. However, hospital accreditation has no positive effect on patient loyalty. The findings of this study are useful to managers, board of directors and stakeholders of private hospitals to understand influential factors on patients' satisfaction and loyalty.

This book discusses the homestay programme in Malaysia in the context of tourism product. It begins by looking into the evolution of tourism in Malaysia, focusing on its growth and development. Tourism product is an important component of any tourism destination, thus the book later looks into the product concept as well as the development of tourism products in Malaysia. Malaysia has many natural, cultural and man-made tourist products and attractions that can potentially pull tourists to its shore. Different perspectives and conceptual frameworks are used in looking at the homestay programme specifically in the area of product benefits, tourist experience, resident perceptions, and product quality. The elements of the programme are identified and the outcomes explored. Finally, issues surrounding the programme are discussed and recommendations on future management of the programme are offered. The book is hoped to answer enquiries about the unique homestay programme in Malaysia, if not completely, at least partially.

Several factors contribute to the rapid development of tourism, such as strong economic growth. This result in more disposable income for travel, changing lifestyles and the expansion in transportation industry, which leads to cheaper travel costs and increased demand for tourism products and services is one of the largest and fastest growing economic sectors in the world. The growing demand for products and services comply with Islamic law, or shariah law is obvious and substantial in financial, food and travelling industry. Many scholars have identified religion as a stable factors influencing consumer buying behavior resulting in more demand for religious related product and services. In hospitality industry, scholars have highlighted the growing demand on Islamic Friendly Hotel (IFH) by Muslim tourists causing high commitment in developing such industry. This study found organizational factors including innovation champion, organizational context, and tangible resources and marketing strategy and environmental factors such as demand of Islamic hospitality, government ruling and incentives and competitors strategy were the key drivers to the implementation. These key drivers of implementation provides guidelines for hotels that intend to implement new services, reduced the learning time and promote innovative activities within hotels in Malaysia. Nonetheless, IFH implementation was challenged with high cost to maintain Halal certification, capacity management and international chain hotel status issues. Hotels intend to implement IFH should pay careful attention to the initial consequences such as decreasing non-Muslim customers thus resulting in decrease income at the early stage of introduction. This study has contributed on the development of IFH literature specifically Malaysia by providing popular and unpopular attributes of IFH in Malaysia. Therefore, if Malaysian hotels are to succeed and

achieve competitive advantage, being able to address growing Muslim tourists' needs are essential priorities.

A brand is a valuable asset, and loyalty to a particular brand is the source of revenue and profitability of the business. Brand loyalty is significant for the business growth and expansion of companies in the electronics sector. A populated country, Bangladesh has a substantial expenditure on electronic appliances, and the demand for these household items increases over the period; however, customers are not always loyal to a particular brand. Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty, and brand trust mediates their relationship. Due to the technological advance of social media, technology has an essential role in the customer's decision to buy household appliances. The existing literature has not focused on this massive demand for electronic appliances, customer satisfaction, loyalty, trust, and social media's significant role in consumer buying behavior. The book shoed the investigation of the effect of customer satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer satisfaction and trust relationship. The study also examined the extent to which customers believe social media information influences them. The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey. The data were analyzed with SPSS and CB-SEM (AMOS) for the hypothesis test. The findings revealed that customer satisfaction and brand trust significantly impact brand loyalty, and social media moderates those significant relationships. The result of the study contributed to the expectancy-disconfirmation theory, trust-commitment theory, brand loyalty theory, and theory of reasoned action by presenting empirically-based insight into customer satisfaction, brand trust, and brand loyalty constructs in electronic home appliances in Bangladesh. In addition, the results provided a practical insight into marketing and brand management. They suggested the practicing managers in developing product quality with customer preference, building trust through maintaining brand image and creating awareness among the customers, and considering the significance of social media and its usage. The research used probabilistic sampling techniques, both rural and urban customers, only a single home appliance, and PLS-SEM statistical tool for analysis. Future researchers could focus and include other variables such as price or advertising; consider loyalty separately, and use both urban and rural customers to have better predictions.

Foodies and Food Tourism supplies comprehensive new evidence and theory based overview of the phenomenon of food tourism and how it is being, or should be developed and marketed and understood.

The notion of "mobilities," when looked at from a practical point of view, turns out to cover different kinds of human activity. It is not surprising, then, that when approached from an academic perspective, it reveals enormous potential for interdisciplinary research, which has proven extremely attractive to many scholars from different continents, disciplines, and schools of academic inquiry. The scholars in this volume focus on the specific aspects of mobilities, namely, tourism and travel behavior, but approach them from a plethora of positions. Such a myriad of perspectives is bound to be challenging in methodological terms, but it seems there is a growing agreement as to the worthiness of this interdisciplinary research. By means of combining various approaches, researchers obtain access to a fascinating and increasingly ubiquitous phenomenon of contemporary human mobility.

Tourism marketing is a vital tool in promoting the overall health of the global economy. This brings necessary revenue to particular regions of the world that have limited revenue producing resources and provides an opportunity for tourists to explore another culture, therefore building tolerance and overall exposure to different ways of life. Strategies for Promoting Sustainable Hospitality and Tourism Services is a crucial scholarly source that discusses interdisciplinary perspectives in the areas of global tourism and highlights cultural boundaries of strategic knowledge management through case studies. Featuring research on topics such as consumer behavior, cultural appreciation, and global economics, this book is ideally designed for academicians, research scholars, marketing professionals, graduate-level students, and industry professionals.

This book provides an in-depth analysis of the older-tourist market, and of the challenges and opportunities created by population ageing from a tourism marketing perspective, by combining a demand-side and a supply-side approach to older tourists. The book is divided into three parts, the first of which defines older tourists and presents a critical review of segmentation approaches. The second part then focuses on the behavior of older tourists in terms of the travel planning process, the use of information and communication technologies for travel purposes, and accommodation choices. The final part analyzes the marketing strategies and operative practices of three tourism companies that focus on the older-adult market. Practical implications for tourism suppliers willing to target older tourists are derived. The book is intended primarily for academics, researchers, and professionals in the tourism and hospitality industry. In addition, it will be useful for students attending advanced tourism and hospitality courses.

This book contains selected papers presented at the 3rd International Seminar of Contemporary Research on Business and Management (ISCRBM 2019), which was organized by the Alliance of Indonesian Master of Management Program (APMMI) and held in Jakarta, Indonesia on 27-29th November 2019. It was hosted by the Master of Management Program Indonesia University and co-hosts Airlangga University, Sriwijaya University, Trunojoyo University of Madura, and Telkom University, and supported by Telkom Indonesia and Triputra. The seminar aimed to provide a forum for leading scholars, academics, researchers, and practitioners in business and management area to reflect on current issues, challenges and opportunities, and to share the latest innovative research and best practice. This seminar brought together participants to exchange ideas on the future development of management disciplines: human resources, marketing, operations, finance, strategic management and entrepreneurship.

The papers presented in this work cover themes such as sustainable tourism; ICT and tourism; marine tourism; tourism and education; tourism, economics, and finance; tourism marketing; recreation and sport tourism; halal & sharia tourism; culture and indigenous tourism; destination management; tourism gastronomy; politic, social, and humanities in tourism; heritage tourism; medical & health tourism; film induced tourism; community based tourism; tourism planning and policy; meeting, incentive, convention, and exhibition; supply chain management; hospitality management; restaurant management and operation; safety and crisis management; corporate social responsibility (CSR); tourism geography; disruptive innovation in tourism; infrastructure and transportation in tourism development; urban and rural tourism planning and development; community resilience and social capital in tourism. The 4th ISOT 2020 aimed at (1) bringing together scientists, researchers, practitioners, professionals, and students in a scientific forum and (2) having discussions on theoretical and practical knowledge about current issues in tourism. The keynote speakers contributing to this conference are those with expertise in tourism, either in an academic or industrial context.

The proceedings gather a selection of refereed papers presented at the 7th International Conference on Kansei Engineering and Emotion Research 2018 (KEER 2018), which was held in Kuching, Malaysia from 19 to 22 March 2018. The contributions address the latest advances in and innovative applications of Kansei Engineering and Emotion Research. The subjects include: Kansei, Emotion and Games Kansei, Emotion and Computing Kansei, Emotion and Wellbeing / Quality of Life Kansei, Emotion and Design Kansei, Emotion and Health / Ergonomics Kansei, Emotion and Multidisciplinary Fields Kansei, Emotion and Culture Kansei, Emotion and Social computing Kansei, Emotion and Evaluation Kansei, Emotion and User Experience The book offers a valuable resource for all graduate students, experienced researchers and industrial practitioners interested in the fields of user experience/usability, engineering design, human factors, quality management, product development and design.

The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

From food products to fashions and cosmetics to children's toys, a wide range of commodities today are being marketed as "halal" (permitted, lawful) or "Islamic" to Muslim consumers both in the West and in Muslim-majority nations. However, many of these products are not authentically Islamic or halal, and their producers have not necessarily created them to honor religious practice or sentiment. Instead, most "halal" commodities are profit-driven, and they exploit the rise of a new Islamic economic paradigm, "Brand Islam," as a clever marketing tool. Brand Islam investigates the rise of this highly lucrative marketing strategy and the resulting growth in consumer loyalty to goods and services identified as Islamic. Faegheh Shirazi explores the reasons why consumers buy Islam-branded products, including conspicuous piety or a longing to identify with a larger Muslim community, especially for those Muslims who live in Western countries, and how this phenomenon is affecting the religious, cultural, and economic lives of Muslim consumers. She demonstrates that Brand Islam has actually enabled a new type of global networking, joining product and service sectors together in a huge conglomerate that some are referring to as the Interland. A timely and original contribution to Muslim cultural studies, Brand Islam reveals how and why the growth of consumerism, global communications, and the Westernization of many Islamic countries are all driving the commercialization of Islam.

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