

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA

FACULTAD DE ECONOMÍA, EMPRESA Y TURISMO.



TESIS DOCTORAL

**THE RETARD OF THE POSITIONING OF SPAIN ON DEVELOPING HALAL
TOURIST PRODUCTS.**

SLIMANE ZERGANE

Las Palmas de Gran Canaria, 2017

ANEXO I

D. JERÓNIMO PÉREZ ALEMÁN, VICEDECANO DE POSGRADO Y FORMACION CONTINUA DE LA FACULTAD DE ECONOMÍA, EMPRESA Y TURISMO DE LA UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA, EN CALIDAD DE PRESIDENTE DE LA COMISION DE DOCTORADOS EN EXTINCION

CERTIFICA,

Que la citada Comisión en su sesión de fecha xx de xxx de 2017 tomó el acuerdo de dar el consentimiento para su tramitación, a la tesis doctoral titulada "**THE RETARD OF THE POSITIONING OF SPAIN ON DEVELOPING HALAL TOURIST PRODUCTS**", presentada por el doctorando **D. Slimane Zergane**, y dirigida por el doctor **Juan Carlos Martín Hernández**.

Y para que así conste, y a efectos de lo previsto en el artº 6 del reglamento para la elaboración, defensa, tribunal y evaluación de tesis doctorales de la Universidad de Las Palmas de Gran Canaria, firmo la presente en Las Palmas de Gran Canaria, a xx de xx de dos mil diecisiete.

UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA

FACULTAD DE ECONOMÍA, EMPRESA Y TURISMO

**DOCTORADO EN DESARROLLO INTEGRAL E INNOVACIÓN EN
DESTINOS TURÍSTICOS**



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Tesis Doctoral presentada por D. Slimane Zergane.

Dirigida por

D. Juan Carlos Martín Hernández y

El Director

El Doctorando

Las Palmas de Gran Canaria, a 23 de marzo de 2017

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CHAPTER 1

SPANISH SUMMARY

1. Resumen en español

El concepto Halal, en general, ha despertado el interés del mundo académico, y, sin embargo, a pesar del tremendo potencial que puede tener España en el desarrollo de este segmento particular, su estudio es escaso por no decir inexistente. El concepto Halal se ha convertido en una marca de garantía de calidad a nivel mundial que cómo se explicará a continuación no tiene sólo porque ser consumido por la población musulmana.

El objetivo principal de este estudio consiste en exponer las enormes posibilidades turísticas que posee España para ser un nuevo destino mundial del turismo Halal, explicando detalladamente las características de este tipo de turismo desde la doble vertiente de la oferta y la demanda. Se estudian y analizan las necesidades del turista Musulmán, indicando los obstáculos y desafíos principales, con el objeto de que se introducir de manera adecuada y competitiva este tipo de turismo alternativo en España.

El turismo Halal es un nuevo producto destinado a satisfacer las necesidades de los turistas musulmanes, poniendo énfasis en que dicho segmento crece y se desarrolla día a día en el mundo entero, y no solamente dentro de los países Musulmanes. La religión musulmana y el turismo están estrechamente relacionados ya que para los musulmanes afluentes es obligada la peregrinación a la Mecca en Arabia Saudita. De hecho, la peregrinación se considera como uno de los cinco pilares primordiales en la religión musulmana, reflejando de esta manera la relación de esta religión con la promoción de los viajes (La Organización Mundial del Turismo OMT, 2008)

Según la Organización Mundial del Turismo de las Naciones Unidas (OMT, 2008), casi 300 millones de peregrinos visitan anualmente distintos lugares sagrados en el mundo, lo que significa la existencia de un sector económico muy importante. El propósito de varios estudios de investigación recientes ha sido explicar la relación entre la

personalidad y las opciones turísticas (Berno y Ward, 2005). Battour, Battor e Ismail (2012) afirman que la investigación de los motivos del viaje del turista musulmán tienen que tener la misma importancia que otras clases de turismo. No obstante, cabe señalar que este tópico no ha sido tan estudiado como otros hasta la última década donde está teniendo un mayor interés por parte de los investigadores.

El Centro Islámico Turístico en Malasia define el turismo Islámico como cualquier actividad, suceso, o experiencia, que se realiza en un país islámico tratando de satisfacer alguna necesidad dentro del marco de la religión islámica, entre las que destacan: la historia, el arte, la cultura, el patrimonio, el modo de vida, la economía, la salud, los estudios o cualquier otros tipo de interés humano. De esta forma, el turismo Halal incluye todas aquellas actividades turísticas permisibles según el Islam, como por ejemplo, aerolíneas halal, comida halal, hoteles preparados para el segmento musulmán y paquetes de turismo islámicos.

El turismo Halal, como marca comercial del turismo islámico, muestra su enorme potencial principalmente en algunos países islámicos como Malasia. Esta clase de turismo facilita la participación de los turistas musulmanes porque los productos están adaptados a los preceptos del Islam (Nursanty, 2011). El Islam define, aclara y determina bien las normas que guían el modo de vida de los musulmanes (Jafari, 2014), por lo que en este caso, la religión se considera un factor principal que interviene en las decisiones que se toman a la hora de elegir un destino turístico (Collins and Tisdell, 2002; Essoo and Dibb, 2004). El término Halal, en árabe, se refiere a todo lo que está permitido y, por tanto, es beneficioso y saludable para el ser humano, propiciando una mejora de la calidad de vida y evitando riesgos para la salud. El turismo Halal se presenta como una modalidad turística de desarrollo reciente, íntimamente ligado a la historia y cultura de la civilización islámica.

Takur (2013) define al turismo halal como un nuevo producto turístico que permite a la comunidad musulmana realizar actividades que no están prohibidas por su religión durante sus viajes y vacaciones, atendiendo a los principales requisitos de un viajero musulmán con respecto a sus obligaciones religiosas, conjuntamente, con las necesidades básicas de los turistas, como alimentación, alojamiento, entretenimiento, aventura, medicinales, de negocios, etc.

Este segmento puede experimentar un fuerte crecimiento en la industria turística española que cuenta ya con un número importante de hoteles y establecimientos turísticos con certificación Halal. Michael et al. (2011) vislumbran que España se puede convertir en un destino turístico Halal muy competitivo en el futuro ya que se dan las condiciones oportunas para ello. El interés de España como destino turístico para el público musulmán se hizo patente con la elección de Granada como sede del I Congreso Internacional de Turismo Halal, celebrado en el año 2014, en el que los participantes defendieron la aportación económica al sector de este segmento en alza, dado el poder adquisitivo notable de estos turistas.

Después de este primer congreso, en el año 2015, la sede elegida es Córdoba, que se proclama como centro Europeo Halal, y dónde el concepto Halal se estudia desde múltiples vertientes, bajo el lema de que el turismo Halal es un concepto global. A lo largo de tres días, Córdoba congrega a más de 400 delegados, expertos internacionales que proceden de los principales países y universidades especializados en el concepto Halal, como Indonesia, Sudáfrica o Estados Unidos.

Esta es la segunda vez que un país Europeo no musulmán es el anfitrión de eventos tan importantes que valoran el concepto Halal como un concepto global, analizando las peculiaridades de la doctrina islámica en el mundo, para ver sus efectos principalmente en el turismo. La tendencia es cada vez más importante y se extiende mucho más allá de los países musulmanes, como Malasia, Turquía y los Emiratos Árabes Unidos, si bien se encuentra en una fase de desarrollo muy incipiente.

El propósito de la presente investigación es poder arrojar luz a este tema relevante, dado que creo en el éxito que tendrá este segmento en el futuro. También, espero contribuir y aportar mi grano de arena sobre este tema compartiéndolo con todos los agentes implicados que se podrán beneficiar de los resultados obtenidos, destacando entre estos, no sólo a los estudiantes, los investigadores y los académicos, sino a las autoridades competentes así como a los empresarios e inversores.

Este trabajo estudia y analiza cuáles son los factores y barreras principales que tienen en cuenta los musulmanes a la hora de elegir o no España como destino turístico donde poder pasar unas vacaciones con la familia. Por ejemplo, es bien conocido que los turistas musulmanes no pueden consumir alcohol, por lo que algunos hoteles han optado por suprimir este tipo de bebidas en los mini bares ante la llegada de turistas

musulmanes, ofreciéndoles fruta en lugar de una copa de champán. El Corán señala algunos alimentos prohibidos, refiriéndose como Halal al resto de alimentos que se pueden consumir, mientras que los alimentos prohibidos se definen como Haram. Dentro de estos últimos, destacan la ingesta de carne de cerdo, sus derivados, y la carne animal que no está sacrificada bajo el rito islámico, además de las bebidas alcohólicas.

El turismo islámico bajo la marca Halal se desarrolla en más de 10 países musulmanes. Hoy en día, para atraer a los inversores musulmanes, muchos países están adoptando las normas de certificación Halal. Sin embargo, en España, la certificación Halal sigue siendo prácticamente un desconocido para buena parte de los empresarios, hoteleros y restauradores. Tanto para musulmanes como para no musulmanes, Halal es una oportunidad de negocio, que conlleva una responsabilidad. En este sentido, existe una demanda potencial insatisfecha por la falta de desarrollo de productos y servicios del turismo Halal, que permite atender a este tipo de segmento.

La marca Halal es una marca gestionada por el Instituto Halal de España, reconocido por la Junta Islámica, y que trabaja de forma coordinada con las federaciones musulmanas, comunidades islámicas y asociaciones de consumidores reconocidas por el gobierno Español, para la normalización de la alimentación y servicios Halal. Esta certificación es la que se aplica a aquellos alimentos, productos y servicios ofrecidos a los musulmanes.

No obstante, el concepto de Halal va más allá de los valores religiosos, convirtiéndose en un concepto importante que anima a los musulmanes y no musulmanes a consumir bienes que promueven la bondad y justicia en todos los aspectos de la vida. Los consumidores confían más en este tipo de marcas porque se les permite consumir estos artículos que se producen en un ambiente más limpio y saludable. El concepto de estar sano significa estar atento a todos los bienes consumidos, incluyendo todos los ingredientes y nutrientes, la limpieza de los alimentos, la fuente de alimentos y también el método de manipulación y preparación de los alimentos. La razón principal es minimizar cualquier efecto nocivo para el cuerpo.

Este segmento abre y ofrece muchas oportunidades de negocio a los empresarios y profesionales del turismo, permitiéndoles desarrollar una alternativa turística diferente, que les posiciona de forma adecuada en un segmento en auge. La economía española

tiene una dependencia importante en el sector turístico, por lo que resulta llamativo en el resto de los países que España no se en la actualidad un referente en el turismo Halal. Sin embargo, por los lazos históricos existentes, que se pueden observar todavía en el importante patrimonio que existe en España, no sería extraño que si se dan las condiciones oportunas de inversión y desarrollo, este retardo existente en la actualidad pueda quedar en el olvido en un futuro inmediato. El concepto Halal se puede expandir de manera muy rápida por lo que la industria turística española puede estar más presente y ser más competitiva en este segmento.

Una vez que se ha presentado la evidencia suficiente sobre la relevancia del tema escogido para realizar esta memoria de tesis doctoral, me gustaría plasmar en el resto de la introducción de la memoria, los objetivos de la tesis, la metodología escogida, así como las bases de datos y cuestionarios empleados. Por la singularidad del tema que nos ocupa y por la selección de los temas incluidos realizaré esta descripción para cada uno de los temas incluidos en la memoria, teniendo en cuenta que el objetivo fundamental de esta tesis doctoral consiste en profundizar en el estudio del turismo Halal en España analizando las causas para que la posición española sea más competitiva en el futuro. Los objetivos específicos de este estudio son: (1) definir el Turismo Halal como un nuevo concepto; (2) describir las características y pilares del Turismo Halal que pueden ser explotados para desarrollar productos turísticos Halal en España; (3) analizar y determinar la competitividad potencial de España como referente para el Turismo Halal en países no musulmanes; y (4) analizar las posibles desventajas que este desarrollo del Turismo Halal puede experimentar en España de acuerdo con diferentes variables de segmentación como la religión y la religiosidad.

En este sentido, la tesis doctoral se compone de una serie de capítulos que conducirán al lector a lo largo de una senda en la que se introducirá el estudio del turismo Halal. Punch (2005) argumenta que el diseño de la investigación ubica al investigador en el mundo empírico y vincula la pregunta de investigación con los datos. Esta tesis consta de siete capítulos. El primer capítulo presenta el contexto y los antecedentes de la investigación para resaltar su relevancia y oportunidad en el idioma español para cumplir con un requisito legal del reglamento interno de la Universidad de Las Palmas de Gran Canaria. El segundo capítulo proporciona una introducción y antecedentes de la investigación en inglés, que es el idioma escogido para escribir la presente memoria,

donde se presentan las preguntas y objetivos de investigación, se justifica el área de la investigación, se indica la metodología a aplicar, y se proporcionan algunas definiciones relevantes, además de las limitaciones y suposiciones clave que se realizan. También se presenta un esquema breve de la memoria, así como los problemas encontrados a lo largo de la investigación.

El tercer capítulo analiza la revisión de la literatura relevante dentro del campo de investigación escogido, analizando las principales definiciones del turismo Halal, así como sus características. Se presentan los pilares fundamentales que van desde la industria hotelera a los paquetes turísticos.

El cuarto capítulo presenta el cuestionario y las características de la encuesta empleada para recolectar datos de una muestra de académicos, estudiantes, empresarios y empleados que están familiarizados con el turismo Halal. El cuestionario se desarrolló teniendo en cuenta los estudios previos sobre el tema. Además se presenta la explotación de estadística descriptiva de la muestra empleada. Se pone un énfasis especial en la competitividad turística de España dentro de este sector, donde se realizaron dos preguntas clave sobre dos horizontes temporales distintos: (1) competitividad en cinco años; y (2) competitividad en quince años.

El quinto capítulo presenta los resultados del Análisis Factorial Exploratorio y Confirmatorio, analizando principalmente los factores de arrastre y empuje, así como las barreras y los hándicaps. Se analizan las variables que no intervienen en el modelo final donde se explica la correlación existente entre diversos factores latentes y la competitividad turística española en el turismo Halal.

El capítulo 6 presenta los resultados de un modelo de ecuaciones estructurales donde se analiza la competitividad turística de España en el turismo Halal en función de los factores determinantes y los hándicaps (Kline, 2005). Este capítulo se puede considerar la parte central de la presente memoria.

Finalmente, el capítulo siete presenta los resultados de un método híbrido basado en números triangulares difusos para medir el impacto de las desventajas que afectan al desarrollo del Turismo Halal en España. Este capítulo emplea la metodología de los conjuntos borrosos como una forma adecuada de reducir la ambigüedad de conceptos que son asociados con los juicios subjetivos de los seres humanos que se expresan

lingüísticamente. Además, se aplica también la metodología TOPSIS (techniques for order preference by similarity of ideal solution), que se basa en el grado de semejanza obtenida frente a la mejor alternativa virtual. Mediante este procedimiento, se calculan los primeros indicadores sintéticos del grado de concordancia con el objeto de estudio de los distintos segmentos de población de acuerdo a la religión y religiosidad de los entrevistados.

1.1. Conclusiones

Los resultados del capítulo empírico central de la presente memoria permiten confirmar que son más importantes los factores internos que se miden por los factores de ser España una sociedad abierta y respetuosa (OR), y por ser un país con buenas relaciones diplomáticas, además de estar cerca geográficamente (RP). Estos factores son más importantes que las atracciones (TA) y que el patrimonio histórico del país (HH), y estos a su vez son más importantes que el hecho de que no exista un número adecuado de establecimientos halal (NHE).

Por último, el capítulo basado en la lógica borrosa sirve para contestar preguntas como, por ejemplo, que variable incluida en esta sección del cuestionario presenta un mayor grado de concordancia en relación a los hándicaps y barreras existentes en España para desarrollar de manera apropiada el turismo Halal. Los resultados del capítulo permiten concluir que la religión y la religiosidad de los entrevistados influyen en el grado de concordancia expresado por los mismos, siendo los musulmanes los que piensan que los hándicaps y barreras no son tan influyentes en el desarrollo de turismo Halal en España.

CHAPTER 2

INTRODUCTION

2. Preamble

The tourism industry over several decades has gained a great importance in facilitating the economic growth of Spain. The Islamic tourism under brand Halal Tourism was first emerged in Malaysia. Since the early 2001, Halal travel industry is growing in importance worldwide, so more research is needed regarding the Muslims travel behaviour with special emphasis in a country like Spain. This type of industry was developed in Malaysia for promoting tourism industry. Many important tools and techniques must be respected as Halal certification, services and process, in order to introduce Halal product in an optimal way with coherence to Sharia which is quite important according to the Islamic religiosity that most of the Muslims practice. Muslims are always guided by Sharia, which is derived especially from the Quran; the statements of Prophet Mohammed and the sanctions of jurists representing the Ummah (Islamic community).

The major aim of this dissertation is to provide a clear vision of the huge potentials and opportunities that Halal Tourism in Spain possesses, analysing the reasons of the evident retard that this tourist product presents in Spain in comparison with other countries of the world, and identifying the needs and demands of Muslim tourists that could favour the introduction of Halal Tourism in Spain.

Halal Tourism is a new product in the industry of tourism that needs to be taken into consideration as it is a market segment which is quickly growing up, not only in Muslim countries but all over the world. Prior research has shown that Islamic art, cinema, music and tourism can be a significant construct in relation to consumption patterns and growing importance of the “Muslim cultural sphere” (van Nieuwkerk, 2008, p. 174). Therefore, there is an imperative need to develop Halal Tourism products and services to cater this dynamic and new emerging market.

Although, it would appear that tourism's relationship with Islam has generated significant academic interest (Al-Hamarneh, & Steiner, 2004; Aziz, 2001; Battour, Ismail, & Battor, 2010a, 2010b; Din, 1989; Sanad et al., 2010; Timothy & Iverson, 2006; Zamani-Farahani & Henderson, 2010). The findings are not conclusive to fulfilling the needs of both academics and practitioners in understanding the relationship between hospitality and Islam. Henderson (2010) concludes that, despite the existence of several enquiries dealing with specific elements of this relationship, the impacts of the Sharia compliant attributes on the commercial benefits are still unknown.

One of the features that have been previously analysed in Halal Tourism is related to the issue of tourism and religion. Muslims go to Mecca on the pilgrimage, and it is well-known that the annual pilgrimage to Mecca is one of the most important rites of the Muslim religion. The role of religion as a catalyst for increasing travel, the importance of collecting and disseminating best practices for encouraging it, as well as practical tools for improving the management and sustainability of religious destinations were highlighted in an international conference on 'Tourism, religions and dialogue of cultures' (UNWTO, 2008).

According to the United Nation World Tourism Organization (UNWTO, 2008), nearly 300 million pilgrims visit religious sites every year all over the world, representing an expanding economic sector. The purpose of several recent research studies has been to explain the connection between personality and touristic choices (Berno & Ward, 2005). According to several experiences in different religions, it is expected that the more religious persons are, the more probably to respect their behaviour conform to their religious beliefs and practices and confirm that the religious tourist is flexible, informed and independent. Religion has long been an integral motive for undertaking journeys and is usually considered the oldest form of non-economic travel (Jackowski and Smith 1992). This old tradition has not died out with globalization and the appearance of other modern rituals.

Economy and religion have always had a strong relation in shaping world history for the important role that religion has exerted over the configuration of the nations. Similarly, tourism and religion are also intrinsically related, and as said the relationship here is understandably dominated by the role of pilgrimage to sacred places such as, Mecca,

Lourdes, Fatima, Rome, Santiago de Compostela, Kathmandu, and to others sacred sites. Santiago de Compostela is a famous sacred place in Spain, where thousands of pilgrims, many of them agnostics or atheists, walk or bike to travel hundreds or thousands kilometres to the tomb of St James. Slavin (2003) contends that pilgrims' motivations are vague and not directly connected to religion. However, he concludes, analysing the journey experience of the pilgrims, that most of them speak about a sort of spiritual journey. Battour, Battor & Ismail (2012) argue that research into Muslim travel motivations has received less attention to identifying travel motives than that given to other segments, even though the Muslim tourism has emerged as an important one in recent years.

The Islamic Tourism Center (ITC) in Malaysia defines Islamic Tourism given as “*any activity, event, experience or indulgence, undertaken in a state of travel that is Islamically compliant, with the purpose to interface within an Islamic framework, with one or all of the following: history, arts, culture, heritage, way of life, economy, health, education and any other human interests.*”

Halal Tourism, as a brand of Islamic Tourism, shows a large growth potential and shows important opportunities that many touristic countries, such as Spain, can take advantage of developing this type of tourist products that increase the benefits and revenues obtained from this industry. This form of tourism is defined as a permissive activity from the Islamic perspective or law (Nursanty 2011). Islam and its teaching set norms that guide the behaviours, choices, and lifestyle of Muslims need to be addressed (Jafari & Scott, 2014). Religion is considered one of the important factors in the decision-making process with regard to travel destinations (Collins and Tisdell, 2002; Essoo and Dibb, 2004).

This study is applied in the Spanish tourism industry where there are a large number of hotels and tourist establishments, and where there are no significant barriers to entry. If new competitors can simply enter into the industry, this industry can be considered as a highly competitive one (Michael et al., 2011). Thus, it is expected that in the near future more halal hotels and restaurants operate in Spain.

2.1. Thesis objectives

The primary purpose of this study is to increase the understanding of the relationship between Muslim travellers and those basic needs and practices providing some important insights into the implementation of Spanish Halal Tourism products.

The main specific objectives of this study are: (1) *To define the Halal Tourism as a new concept;* (2) *To describe the characteristics and pillars of Halal Tourism that can be exploited in order to develop Halal tourist products in Spain;* (3) *To analyse and to determine the potential competitiveness of Spain to be a referent for Halal Tourism in non-Muslim countries;* and (4) *To analyse the possible handicaps that such Halal Tourism development can experience in Spain according to different segmentation variables like religion and religiosity.*

2.2. Outline of the Dissertation

The study was conducted in Spain. Punch (2005) argued that the research design locates the researcher in the empirical world, and links the research question to data. This thesis contains seven chapters. The first chapter presents an overview and a summary of the dissertation in Spanish. This second chapter provides an introduction and a background to the research, outlines the research questions and objectives, justifies the area of the research, indicates the methodology to be applied, and provides some relevant definitions and an outline of the limitations and key assumptions.

The third chapter deals with the research philosophy presenting a literature review that analyses the main context and the important definitions within the dissertation field. The fourth chapter presents the questionnaire and the characteristics of the survey employed to collect data from a sample of academics, students, entrepreneurs and employees who are familiar with Halal Tourism. The questionnaire was developed taking into account previous studies on the topic. The fifth chapter covers the adopted research approach that is the exploratory and confirmatory factor analysis methodology. The sixth chapter presents the results of the Path Analysis, a subset of structural equation modelling (SEM) (Kline, 2005), and it can be considered the core chapter of the dissertation. The seventh chapter presents the results of a hybrid method based on fuzzy triangular numbers to measure the impact of the handicaps that affect the Halal Tourism development in Spain.

Most of the estimations of the empirical chapters have been conducted with AMOS (Analysis of Moment Structures) (Arbuckle, 2007), a package within the IBM SPSS family (IBM, 2010). The statistical package is also used to obtain the results stemming from the final models and to verify different hypotheses tests. The four empirical chapters end with conclusion, limitations as well as interesting venues for future research.

2.3. Problems faced during the dissertation

One of the hard challenges I faced during my work on this thesis is the lack of the references in the topic of “Halal Tourism in Spain”. Muslims in Spain are considered as a minority, and for that reason, the research analysing the travel motives of Muslims in Spain are inexistent. In my opinion, despite the increase of the Muslims visits to Spain, there are still a lot of misunderstandings and prejudices about the Muslim traveller’s behaviour. I have always been intrigued and fascinated to know that Spain is a world champion destination in many tourist segments, like cultural or mass sun-and-sand, but the Halal Tourism is very retarded in comparison with other countries. I hope this dissertation can shed some light in this interesting topic as I firmly believe that this segment can be very successful in the future. I also hope to contribute to this body of knowledge in which many different stakeholders, like for example, other scholars, practitioners, tourist planners and authorities, could benefit from the results obtained in the dissertation. The analysis of the main drivers and barriers that affect Muslim tourists to visit Spain as a Halal destination is crucial to develop this type of new products. Knowing to what extent these variables have an impact on the Muslim tourists when they plan to travel is also important.

CHAPTER 3

HALAL PRODUCT DEFINITION. CHARARCTERISTICS AND PILLARS

3. Halal Tourism. The new global concept

The origin of the word of Halal is from the Arabic language and it means lawful, allowed or permitted. Islam is considered to be the second religion in the world with the largest number of believers. Muslim population is estimated to be 1,8 billion people, concentrated in several regions (www.adherents.com). **Halal** is a unique Islamic concept which is not just related to food but it is also integral to the Islamic daily life. The concept of Halal is the opposite of **Haram**, and it covers all aspects of a Muslim daily life issues (Battour, Ismail, and Battor 2010).

Yousuf Al-Qaradawi, one of the most reputed Sheikhs and Imams, says in his book 'The Lawful and Prohibited in Islam' that:

“In the Sharia of Islam, the Haram has universal applicability. For in Islam there are no privileged classes or individuals who, in the name of religion, can do whatever they please according to their whims. Muslims do not have any privilege of making something Haram for others while it is lawful for themselves; this cannot be, for truly Allah is the Lord of all, and the Sharia of Islam is the guide for all. Whatever Allah has legislated through His Sharia is lawful for all human beings and whatever he has prohibited is prohibited to all human beings until the Day of Resurrection”

Halal, according to the religion's beliefs, means lawful, allowed and permitted to do it or something not forbidden and can be consumed by Muslims. Indeed, it means the

ability to differentiate between permissible and forbidden, and it is rooted in better understanding of Islam laws. Rezai (2008).

The prophet Muhammad (Peace be upon him) once said

“The Halal is clear and the Haram is clear, in between these two are doubtful matters concerning which people do not know whether they are Halal or Haram. One, who avoids them, in order to safeguard his religion and his honour, is safe. Anyone who gets involved in any of doubtful items; he may fall into the Haram. This case is similar to the one who wishes to raise his animals next to a restricted area, he may step into it. Indeed, for every landlord there is a restricted area indeed the restrictions of Allah (the God) are Haram”. (AL Utamin, 2005).

Halal is not only based on religious aspects or brand elements. It can be broadly explained by being a part of a system of beliefs, moral code of conduct, a treaty of commerce and trading which is transforming the concept into a global sign that guarantees the quality of a chosen lifestyle. The concept also adheres to very strict quality and hygiene compliance which is in line with good manufacturing practices (Yusof & Muhammad, 2010). Today the concept of Halal is beyond religious values, since it becomes an important concept which encourages Muslims to use goods that promote goodness in all aspects of life. The consumers trust more this type of brand because they are allowed to consume these items that are produced in a cleaner and healthier environment.

The concept of being healthy means being watchful over all the goods consumed regarding the ingredients and nutrients, the cleanliness of the food, the source of the food and also the method of handling and preparing the food. The main reason is to minimize any harmful effects to the body (Mathew, Abdullah, & Ismail, 2014). Halal is becoming a lifestyle for Muslim consumers who are looking for high quality, hygienic and ethical products (Tahir, 2011).

3.1. New Halal product and the Self-Congruity Theory

The religious, social and financial connotations of Islam and Halal restrict the relationship between people and their social business characteristics. In fact, the rapid growth of Halal economy provides tremendous business opportunities to Muslim

entrepreneurs'. Thus, it is vital to investigate and to understand the motivations of various Muslim consumers of Halal products, especially in term of their attitude and purchase intention.

Commercially, the Islamic consumer market is the fastest growing one in the world (Shah Alam & Mohamed Sayuti, 2011). The new Halal consumer opens up a new horizon of possibilities and a wide market for guaranteed benefits. Big multinational manufactures target Halal as a new marketing segment, because Halal product is cleaner, healthier, and tasty and it can be consumed by everyone.

Al Harran and Law (2008) stated that Islamic rules and manners govern individual Muslims and reflect Islamic ideas and values (Sharifah, 2012). Relationship between consumer's attitude and intention is consistent because purchase intention for Halal brand image may be influenced by certain positive factors.

Self-Congruity Theory is defined as the relationship between the brand image and individual's self-concept. (Sirgy and Su, 2000). Congruity theory describes some patterns and studies the change of attitude between two or more dimensions or two sets of information, or concepts. According to Ross (1971, p38) "people purchase a product or brand only if these things are consistent with, enhance, or in some way fit well with the conception they have of themselves". The observer must give his/her judgement about those dimensions or concepts. So, consumers are thought to prefer brands, products or supplies with images that are congruent with their own self-images (Landon, 1974; Green et al, 1969; Sirgy, 1982). Sirgy (1983 and 1985) and Erickson (1996) use actual self-congruity and ideal-congruity to predict consumer's motivation. Thus, if the two sets of information have the same signification or values and are congruent, then it becomes easy to the observer to choose of any form without pressure.

This experience makes the observer changes his evaluation or attitude towards the product and then increases congruity without changing the frame of reference. Indeed, consumer will feel satisfied when he consumes a product which is obtaining two symbolic benefits and functional benefits.

According to Park, Jaworski and MacInnis (1986), symbolic benefits involve satisfying self-expressive needs, while functional benefits concern the brand problem solving ability. Many surveys predict that self-congruence is the fit between the consumer himself and the brand personality, and can promote, or enhances effectively, attitudes

and behaviours of consumer to use a particular product/brand. In the context of tourism, Self-Congruity Theory can be a valid tool applied to Halal Tourism as a brand; therefore the managers are looking for how to make their services to better match the market segment to be very attractive and convincing.

3.2. The religion and the new product adoption

According to the cycle of life of a product, new product development is growing up and the product life cycle is getting shorter as the competition is becoming more intensive (Gerwin & Barrowman, 2002). In creating awareness towards Halal product and services, marketing activities and effort play a vital role for company success; thus the marketers are striving to achieve a better understanding of the new product adoption.

Both, the high rate and cost of failure of new products, have led to calling for more research to focus on consumer's adoption of new products. There are many consumption behaviours and factors that play an important role in adoption of new products by consumers and conducting the behaviour of the consumer towards a certain product.

One such important factor in new product adoption is religion. Rehman and Shabbir (2010) study the relationship between religiosity and new product adoption. Their findings serve to conclude that there is a significant relationship between religiosity and new product adoption in Muslim consumers.

The religion is therefore a vital factor that oriented the intention or behaviour of the consumer towards some products that are considered in very smooth harmony with the religion values and beliefs. For this reason, religion determines and constrains the choice set of the consumers. It is, to some extent, the machine that can help to shape the culture attitudes and values of the community. Based on the Islamic understanding of God, man, and nature, it is evident that tourism and travelling can be highly affected by the religion, so this issue should be taken into account. The theory of religious values indicates that religion does not directly impose obligations, but, most of the time, morally sets certain values, beliefs and practices requirements.

Religiosity commitment plays an important role in people's lives through shaping their beliefs, knowledge, and attitudes, regardless of their religious orientations (Muslims, Christians, Jewish, Buddhist, and others...). These religious commitments and beliefs

have a strong impact on the feeling and attitude of people towards consumption. The study of Hirschman (1983) suggests that the religious affiliations of Catholics, Protestants, and Jews have significant impact on customer attitude towards dancing, magazines, restaurant and political ideas.

The religion has played and plays a fundamental role in people lives, and sometimes this role is even more important than that of a nation. Religion significance can be explained by its cohesive nature (Essoo & Dibb, 2004). Delener (1994) cites Emilie Durkheim (1912) who contends that religion supplies individuals with a particular framework that helps them to orientate, understand and interpret the world better. Being this the case, it is evident that religion plays an important role in the market economy.

3.3. Islamic brand, support of Halal product.

A brand can be defined as a name, term, sign, symbol, logo or a combination of them, which is intended to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors. A brand can deliver up to four levels of meaning: attributes, benefits, values, personality. The American Marketing Association Dictionary (1995) defines a brand as a “name, term, design, symbol, or any other feature that identifies one sellers good or services as a distinct from those or other sellers”.

Halal is an important concept that can be assimilated to a brand that help Muslims to identify products that are produced in a clean and healthy environment taking into account their religious values and beliefs. Halal products are not only produced for Muslims, and they can also be attractive to other non-Muslim customers who are looking for ethical high quality products. Thus, Islamic branding is a sign that refers to the image of Islamic complied goods or services. On the one hand, it is not a brand that could promote alcoholic drinks, pork, and gambling or casino activities, because such kind of products is against the Muslim religion beliefs, and they are, for instance, considered Haram. On the other hand, the goods and services oriented to all mankind according to the purposes of Islamic Sharia are not prohibited products.

The application of the concept of Islamic branding in the traditional sense of brand deprives companies and investors from real trading opportunities in appealing Islamic markets. The approach should be based on two sides of the whole market: (1) the Muslims, those who do embrace and practices Islamic religion teachings; and (2) the non-Muslims, those who do embrace other religion teachings or those who do not

embrace or believe in any religion. The Halal products have seen an increasing growth over the past few years, and the demand for Halal is explained from both Muslim and non-Muslim consumers. Because, on one hand, the high quality of Halal products makes them very attractive and consumers, even the non-Muslim segment, prefer them to other products. It is important to highlight that Halal food products are produced in non-Muslim countries, and the rising awareness of Halal products and their quality increase the demand for them. It can be said that the vagueness and blurriness of the past is now evaporated. And because, on another hand, the attitude and culture of food, and eating habits of non-Muslim people are nowadays changing in many non-Muslim countries.

For instance, surveys have shown that the demand for Halal food in France and Great Britain by non-Muslims is increasingly growing up. Several big corporations have already been experiencing the success of the strategy of creating Islamic brands. For instance, some Muslim countries have also established Islamic banks which become very successful in providing Halal finance and banking services. In our globalized world, there is a huge market of 1,8 billion Muslims, and this number is growing very fast, creating a very attractive potential market for Islamic brand. The Figure 3.1 (Farahdel, 2011) presents the Muslim as a share of the total world population.

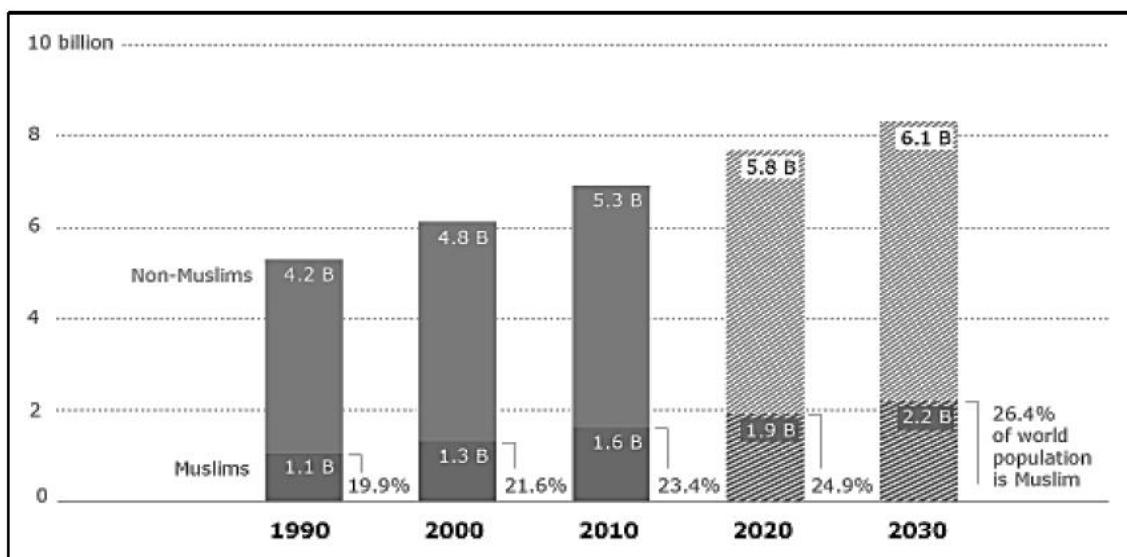


Figure 3.1. Evolution of World Muslim Population(

Multinational corporations are generally efficient units that can increase the sales and the profits of the corporations, by creating an Islamic brand that targets the huge

population of Muslim markets, especially in the gulf countries, where there are plenty of people who have a lot of money, and they are a very attractive segment that is ready to spend the money in very different Halal Tourism markets. Many studies have indicated the positive results of creating Islamic brands (Syed Marzuki, 2012).

Of course, Islamic branding requires not only Halal certification and creation of a knowledgeable committee to supervise and check that all resources comply with Islamic Sharia. When creating an Islamic brand, a manager is required to explain to the Muslims that all the ingredients comply with Halal, as Muslims are now not only cautious about the Halal logo but they are also interested in the goods manufacturing process. As said before, this is also important because Halal products are not only consumed by Muslims (Bakar, 2014).

3.4. Characteristics and pillars of Halal Tourism

Tourism is one of the most important and fast expanding sectors in the world of economy. Tourism is defined according to Vanhove (2011) as:

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”.

Tourism usually is linked with transport and travel but it is different. Tourism always needs some mean of transport and travel associated to it, as the definition is based on a displacement, that is, the tourist need to travel. However, not all the travel and transport can be considered tourism. Page (2009) is an excellent book that analyses the important relationship that exists between tourism and transport. In fact, it is well known that transport efficiency is one of the most important key drivers that contributes to the development of international and domestic tourism.

Halal Tourism is a new concept in the world of tourist, and it is based on a type of tourism that respects the Islamic law “Sharia”. Thus, Halal Tourism integrates the religion conservative motivations, responds to the conservative Islamic lifestyle, and also marks the difference and the incompatibility with western type of tourism. Table 3.1 shows some of the definitions of the concept of Islamic tourism found in previous literature.

Table 3.1. Some Halal Tourism definitions

Authors	Definitions
Hassan (2004)	Islamic tourism means a new ethical dimension in tourism. It stands for values generally accepted as high standards of morality and decency. It also stands for the respect of local beliefs and traditions, as well as care for the environment. It represents a new outlook on life and society. It brings back values to the central stage in an age where consumerism is rife and everything is available for use and abuse in the most selfish way. It also encourages understanding and dialogue between different nations and civilizations and attempts to find out about the background of different societies and heritages.
Shakiry (2006)	The concept of Islamic tourism is not limited to religious tourism, but it extends to all forms of tourism except those that go against Islamic values.
Hassan (2007)	In its narrow sense, it may mean "Religious Tourism" (Visiting shrines all over the Islamic World). But in its wide sense, it is the type of tourism that adheres to the values of Islam. Most of these values are shared with other religious and non-religious beliefs (for example the ethical code promoted by World Tourism Organization). It calls for respect for local communities and the local environment, benefiting the locals, decency and learning about other cultures.
Henderson (2009)	Tourism mainly by Muslims, although it can extend to unbelievers motivated to travel by Islam, which takes place in the Muslim world.
Henderson (2010)	All product development and marketing efforts designed for and directed at Muslims. Motivations are not always or entirely

	<p>religious. Participants could be pursuing similar leisure experiences to non-Muslims, albeit within parameters set by Islam, and destinations are not necessarily locations where Sharia or full Islamic law is enacted.</p>
<p>Dogan (2010)</p>	<p>Islamic tourism covers tourism activities by Muslims in seaside destinations for the purposes of relaxation and entertainment in hospitality enterprises that apply Islamic principles.</p>
<p>Ala-Hamarrneh (2011)</p>	<p>Islamic concept for Islamic tourism is an extension and expansion oriented concept which focuses on the importance of intra-Muslim and intra-Arab tourism in terms of inclusion of new tourist markets and tourist destinations.</p> <p>The cultural concept for Islamic tourism includes visions and ideas that outline the inclusion of Islamic religious- cultural sites in tourism programs with “pedagogical” and self-confidence-building elements.</p> <p>The religious-conservative concept for Islamic tourism has not yet been theoretically articulated. But various opinions and remarks in the discussions on the future of tourism in the Arab and Islam worlds as well as some practices of hotel’s managements indicate that articulations and implementations are just a matter of time.</p>

Source World Islamic Tourism Forum (WITF 2011)

The practices that currently dominate the Halal Tourism are based on the respect of Islamic law or the Sharia and the Islamic sets of law. The Sharia provides characteristics and values that must comply with the Muslim religion background. Halal Tourism in the sense of a new moral dimension of tourism is based on acceptable values, ethical and transcendental standards (Hassan, 2004). In contrast to the common opinion and misconception, the religion of Islam accepts and encourages tourism.

According to the Quran, the holy book of Muslim community, there are 16 verses that strongly encourage Muslims to travel. So, Muslims travel to achieve their physical,

social and spiritual goals (Sahih al boukhari, 2011). The advantages of tourism that adheres to Islamic rules are abundant and variable. For example, contemplation, reflection, peace of mind, gaining of knowledge, learning, social interaction, generating the economy and other issues. Indeed, travel has many benefits for Muslims; it will help the person to reduce tension, relaxing mentally, avoiding the hustle and bustle of daily life and so on. Halal Tourism is offering a tour package and destinations that are particularly designed to cater for Muslims considerations and needs. In fact, Halal Tourism can contribute to Islamic culture and values, as well as reinforcing the Islamic societies. This type of tourism might also be a great opportunity to change the negative image type (stereotype) stick on to the Islam religion through the interaction of Muslim tourists with other cultures. Now Halal Tourism is widely regarded as one of the largest industrial sectors.

The development of Halal Tourism in Muslim countries has been reaching splendid positions especially in Asia and the Middle East. The increasing numbers of Muslim tourists have become an important segment for many companies. In these countries, companies have known how to play the game and have tried to develop the Halal Tourism industry listening and responding the special needs of Muslim tourists. Consequently, the tourists can easily find the Halal food, beverage and places where to practice their religion obligations.

Hotels in Muslim countries, for example, Malaysia and Indonesia are now encouraging the adoption of Islamic values and ethics due to the high flow of Muslim tourists. Food and accommodation are developed following the Islamic standards. For instance, hotels and resorts in such destinations do not serve alcohol to Muslims and have separated swimming- pools and spa facilities for men and women. Turkey, Malaysia and Indonesia have developed new strategical plans trying to attract Muslim tourists from all over the world, offering facilities and good services in accordance with the religious beliefs of Muslim tourists (Nursanty 2011, 1).

The Halal or Islamic Tourism industry also provides flights where no alcohol or pork products are served; religious programs are broadcasted as a part of the entertainment offered on board, and prayer timings are announced (Nursanty 2011,1). The hotel rooms have a Qiblah pointing (direction of MECCA) signage stuck on the ceiling or in

drawers, and thus prayers are able to perform the parying religions obligation. (Suhaiza-Azizah -Simon 2011).

The international report released at World Travel Market 2007 in London says that there is a potential boom for Halal Tourism in the Middle East. The report also announces a market for Halal start-up airline, which provides Halal food according to Muslim religious requirement, prayer calls, Quran in seat pockets and provides separate sections for male and female travellers. Islam religion offers many purposes for travelling, such as shopping, health, sports, visits and religion pilgrimage. Hence, many international hotels serve Halal food that is slaughtered in accordance with the teachings of Islamic Sharia law and does not contain any of the forbidden ingredients by Islam such as pork and alcohol.

Sharia laws determine to what extent some activities are Halal –acceptable- and Haram –unacceptable- in everyday life during travel. Thus, a Sharia compliant hotel can be defined as a hotel that provides services in accordance to the Sharia principals that are not merely limited to serve Halal food and drinks, but above of this, it is a challenge for the hoteliers to target clients and customers of both segments, Muslims and non-Muslims, satisficing the two groups and eliminating any conflicts that could appear. Muslim travellers need to perform his/ her religion routine such as praying five times a day and consume Halal food while travelling. This understanding will enhance the design of new hotel service to the targeted guest and contribute to the development of a Sharia compliant hotel.

In fact, many factors contribute to the growth of a Sharia compliant hotel such as the increase efforts to develop travels within Islamic countries and the high income level of Islamic travellers. This fact sparks the interest of many hotels to provide Islamic services to fulfil their needs. Table 3.2 provides a useful framework to show the different levels of Islamic services provided by the Sharia-compliant hotels.

It can be said that Sharia compliance insists on more stringent rules about the segregation of gender, staff to serve only guests of their gender and unmarried couples banned from occupying the same room. The hotels might also provide access to certain items from the Sharia compliance list, such as Quran, prayer mat and signs indicating the direction of Mecca in the room, as well as information about local mosques. In

short, Muslims need to have a prior knowledge before consumption that the services and products delivered in a particular hotel respect Sharia law.

Table 3.2. The compliant characteristics of Halal services

Characteristics	Guidelines of Halal services
Food and Beverages	Ban alcohol beverages, pork and serve only Halal food.
Management practices	Conservative staff with decent dress, all-female floors, guest dress code made available at the reception desks and web sites.
Prayer room	Room must be suitable enough. Quran, prayer beads, and sign of “Qiblah” in every room. Narrowly focused on the interior design of the room
Separate facilities	Separate swimming-pools and fitness rooms. Separate entrances for women
Entertainment	Appropriate entertainment, no night club or adult television channels.

Source: Own elaboration

As an illustration to the Sharia compliance, there are many hotels in Malaysia that can be taken as a model of the Halal hotels. For this reason, a lot of Muslim tourists prefer Malaysia as a best destination for the vacations, and by attracting this huge number of Muslim tourists every year Malaysia is becoming a good example of the successful Halal Tourism in the world.

3.5. Halal Tourism. Business and opportunities

The fundamental pillar of Halal Tourism includes some major components such as Halal hotel, Halal transportation, Halal food, Halal logistics, Islamic finance and Islamic travel packages. According to the report of Thomson Reuters and Dinar Standard(2013), the global expenditure of Muslim consumers on food and lifestyle sectors is expected to reach US \$ 2.47 trillion by 2018, compared to US \$ 1.62 trillion in 2012.

Over the same period, Islamic financial assets are estimated to be US \$ 1.35 trillion in total disclosed assets (2012) and growing at 15 to 20 per cent a year, taking the potential universe of Islamic banking assets its core markets to be US \$ 4.1 trillion. However, the report of the state of the global Islamic economy points out that potential consumers of Islamic economy are not only limited to the Muslims but also to those outside the Islamic faith and who share the same or similar values with Muslims.

The report adds that the value-based needs that are diving in the Islamic economy sectors include the need for pure and ethical food, modest clothing, ethical financing, family-friendly travel as well as other services compliant with religion practices and gender credos. While the prominence of the Islamic finance sector is already quite well-acknowledged, an Islamic economic system is compatible with the concept of western social economics. It is the Halal food and lifestyle sectors that open up a wide new horizon of opportunities for the economy as a whole.

The Economist (2013) finds it hard to accurately measure the international Halal market that now cater for 1.8 billion customers and predicted to grow by 35% by 2030. Nestle company is the first global player to recognize this segment, and since 1980 converted 20% of its factories into Halal production. Malaysia is the first country to focus on Halal products and now enjoys annual Halal exports worth US\$ 12 billion. Thus, it could be concluded that Halal business is becoming an increasing sector in economic terms. It is becoming more relevant for the importance achieved in the last years, not only just for Muslims countries, but also for western countries that are lured for the economic benefits that could be gained.

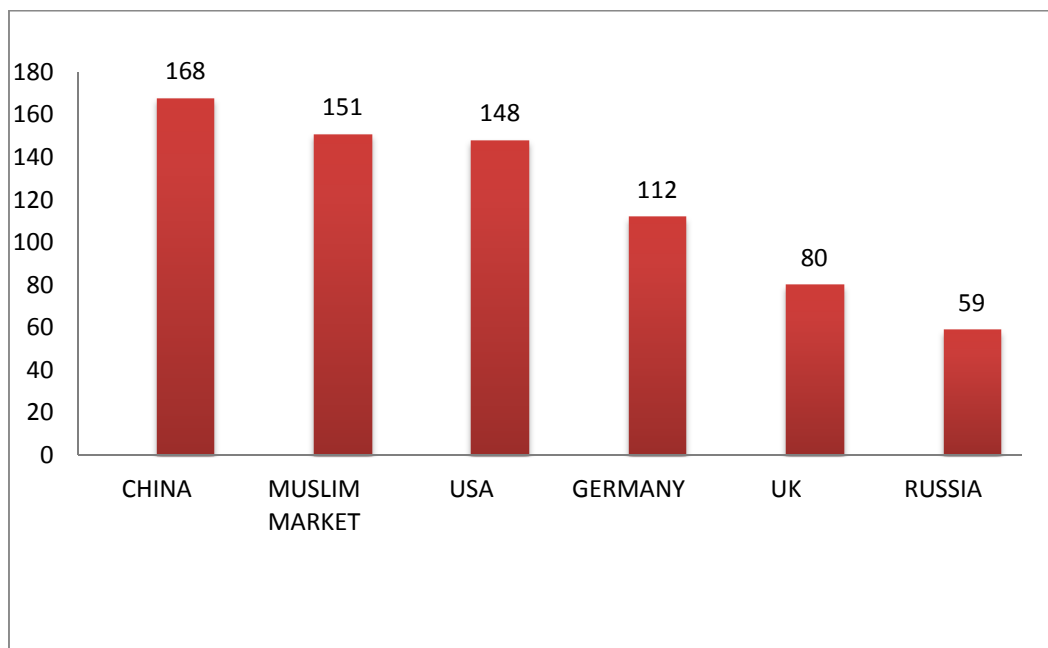
The new Halal Tourism largely opens up a new horizon of possibilities in front of the promising investments. Furthermore, the increasing demand for Islamic products makes this market, which can be considered still at infancy in Spain, a very interesting one, full of huge opportunities for those who are interested in widening their investments. Religiously and spiritually a lot of tourists are motivated to travel round the world visiting new cities. In recent decades, religious tourism is occupying an important segment of international tourism and it has been growing substantially. Religious tourism is still one of the under-studied areas in tourism research (Timothy- Olsen 2006).

3.5.1. *Opportunities for Spain.*

Tourism is one of the largest economic sectors for Spain. Balaguer & Cantavella-Jordá (2002) conclude that tourism industry positively affects Spanish economic growth over time. Contrary to what the traditional export-led growth literature predicts, tourism-led growth is not specific of developing countries which base their foreign exchange earnings on the existence of a comparative advantage in this tertiary sector. World Tourism Organization (2013) addresses that Spain place 2nd in the ranking of countries by international tourism arrivals. Spain is a country with diverse lifestyles, and people from different religions cohabit and live together peacefully.

Christianity is the official religion, but the citizen may practice any religion. Churches and Mosques are often situated in the same area of the country. In Spain, the tourist can find and visit religious buildings, rituals, and may attend festivals that are related to religion. In particular, some religious events are important touristic attractions for those who are the followers of the particular system of beliefs (Henderson, 2003).

Spain shows many advantages that are important to Muslim tourists, like cultural attractions, archaeological, historic and Islamic heritage. In fact, Spain has a lot of natural resources and beauties, and each region or community has own peculiarities deserved to be discovered and visited. There are important cultural links between Spain and Muslims for historical reasons. Especially in Andalusia, where many important Muslim icons like Giralda, Córdoba Mosque and Alhambra palace are located.



Source: Report of Thomson Reuters. Year 2015

Figure 3.2. Global Muslim Tourism Market compared with other important markets (US billion, 2015).

Figure 3.2. shows the relative importance of the Muslim tourist market, so it can be seen that Halal Tourism should not be neglected for the future tourism market in Spain. Nowadays, the Spanish tourism is benefiting from the crises in the Southern and Eastern Mediterranean Countries that are currently going through a transition, and where safety is an important barrier to enjoy vacation. Nevertheless, this situation will change in the near future, so this time can be considered an excellent timing for developing this type of facilities focused on offering Halal services to attract more travellers from Islamic countries. It is also important to develop strategic programmes aiming at Travel Markets to increase promotional activities for what the country has to offer in cultural, nature-based, business and congress tourism in Muslim countries, especially in the Middle East region.

It is important to have also in mind that the high purchasing power of tourists from these markets is also relevant. In the website Hoteles.com, analysing the hotel price index paid by tourists, this fact can be concluded as the Middle Eastern visitors spend the most of their leisure time and money in Spain in 2012: at an average of 145 Euro per person per room, for one night, equal to a 31% increase with respect to 2011. The

amount spent is even higher than that of Japanese tourists (121 Euro on average per room) and Australians (119 Euro). The growth strategy for Islamic markets is reliant on an increase in flights from Dubai and Qatar to Madrid and Barcelona. (Ansamed-Madrid, July 13).

Estimates say that, over the next few years, 14% of international trips will be taken by Muslim tourists, according to a report presented by Dinar Standard in Berlin. Based on a survey of thousand regular travellers from Asia, the Middle East, North Africa and America, the report highlights that the main requirement indicated by respondents is a Halal menu (67%). The reports recommends that tour agencies interested in getting a share of the Muslim tourist market should also offer prayer rooms and other special services during Ramadan, such as meals before sunrise. According to the estimates reported by the Dinar Standard Institute, Muslim tourists spend about 98 billion Euros on trips every year, and the outlook shows that this figure is expected to rise to 149 billion in 2020, a 52% increase.

If Spain wants to participate in this important segment, it is advisable to study the main determinants and drivers that Muslim tourists have by the obligation imposed by the religion, and to explore the existing resources available as well as the entrepreneur's attitudes towards Islamic tourism in general. Hoteliers in Spain, particularly, can benefit by offering Halal foods, good service quality and Halal basic facilities. It is also necessary to create a 'win-win' situation for all the different stakeholders involved in the development of Halal Tourism that needs to comply with Sharia principles and rules. In order to succeed, each stakeholder needs to identify the challenges they face finding the most suitable approach to overcome all the potential risks and costs associated with these new products. The level of acceptance of Islamic hotel concepts among Muslim travellers will depend on the level of service provided by the vision and strategy that integrates the existing hospitality concept with Sharia principles and rules. The challenges are important, especially in terms of execution and acceptance among the hoteliers, the rest of tourists and the society in general. Today Spain is extending its efforts to mobilize tourism for development, not only through the discipline and government of citizens, but also through creating what one interlocutor referred to as

“Halal Tourism¹.” Thus, Spain is positioning itself as the Centre of Global Tourism Networks that are structured according to promote all types of tourism segments, in which Halal Tourism will have more relevance in the near future.

¹ Inaugural speech in the opening ceremony of the Conference “Halal a global concept” held in Córdoba in the year 2015.

CHAPTER 4

QUESTIONNAIRE AND DATA.

4. Introduction

In this chapter, the main questionnaire developed for this research is presented. A description of the context of Halal Tourism has been done in the previous chapter. Thus, we focus in the procedure taken to develop a questionnaire having in mind the objectives and goals of the dissertation. Firstly, each of the parts that integrate the questionnaire is analyzed, focusing mainly in those sections that are crucial to develop Halal Tourism products in Spain, like for example, the main factors, the existing handicaps that can act as potential barriers for this development and the main attractions that should be taken into account. Secondly, a descriptive analysis of the results obtained will be carried out analyzing the data from different perspectives: socio-demographic profile of respondents, and other important contents of the questionnaire.

Data have been collected and analysed to find out how the respondents understand the concepts of the Halal and Halal Tourism. Thus, it is necessary to design a survey questionnaire that covers not only demographic information, but also the awareness, the attitudes, and other important constructs regarding the Halal concept. The sample is mainly based on the Academy although other respondents were chosen at some specific Halal conferences held in Spain.

4.1. The data and the questionnaire

The data is mainly collected through the administration of a questionnaire to a convenience sample of respondents. According to Sekaran (2006) and Malhotra (2007), the sources of information and the approach used for data collection are a crucial phase that should be accomplished very carefully to not undermine the objectives of the study. Data can be categorized into two major sources: primary data and secondary data. Primary data are actually the raw data or rather the first-hand information obtained at the time. The various sources of primary data include individuals, institutions, focus

groups and panels of respondents. Whilst, secondary data refer to the information sources that already exist in the form of reports, archival records, databases, government publications, journals and industry analyses.

The design of the questionnaire is based on the literature review of several secondary sources of data in which the concept of Halal Tourism is highlighted. In order to get a deeper understanding of the problem definition, the literature review uses an ample set of sources such as government publications, journals, books, periodical reports and on-line databases at multimedia international institutions and universities around the world.

Dolnicar (2013) contends that social scientists are still using carelessly formulated questions and bad measures because they do not have a clear guidance on how to develop good survey questions and measures. Across different disciplines, it can be said that the recommendations about measurement are inexistent or in the best of the cases are scarce (p. 551). So in order to mitigate or minimize the suspicious derived from Rossiter (2011), the author proposed a careful guidance followed in this study relating to the survey researchers' typical challenges: (1). How to define what is being measured? (2). How many questions to ask? (3). How to ask a question (the query)? (4). How to allow respondents to answer (the return)?

This structured questionnaire was developed from previous studies and includes different sections that contain important constructs and information for the development of Halal Tourism in Spain. The majority of the important constructs is based on multiple items. The questionnaire is divided in 9 sections: (1) Demographic profile; (2) Knowledge of Halal Tourism; (3) Pull and Push factors that measure Spanish Halal Tourism competitiveness; (4) Possible handicaps measuring Spanish Halal Tourism competitiveness; (5) Important tourist attractions that could foster Spanish Halal Tourism; (6) Analysis of the organizations involved in the development of Halal Tourism; (7) Classification of Halal Tourism; (8) Islamic Finance and the role on the development of Spanish Halal Tourism; (9) Spanish Halal Tourism competitiveness in the future.

The survey questionnaire was first developed in Spanish and then translated to other three languages: English, Arabic and French (Appendix 1). The questionnaire contains 70 different questions divided into nine blocks (Table 4.1).

Table 4.1. Questionnaire Design

Block Number	Name	# of questions
1	Demographic profile	10
2	Knowledge of Halal Tourism	3
3	Pull and Push factors that measure Spanish Halal Tourism competitiveness	10
4	Possible handicaps measuring Spanish Halal Tourism competitiveness	13
5	Important tourist attractions that could foster Spanish Halal Tourism	13
6	Analysis of the organizations involved in the development of Halal Tourism	9
7	Classification of Halal Tourism	5
8	Islamic Finance and the role on the development of Spanish Halal Tourism	5
9	Spanish Halal Tourism competitiveness in the future.	2

Source: Own elaboration

4.2. The queries and the answer format

The query is one of the most crucial parts in the design of questionnaires. Sometimes, respondents do not understand the questions because the queries are not adequate or clear. The data of other studies are usually poor because the objective of the research is confused or because the respondents are not familiar with this objective. In this study, this last concern is in part mitigated because respondents have an adequate studies level and some of them are very familiar with the topic of the research, “the Halal Tourism”. Wording and the question understanding are both faces of the envelop, so researcher are usually advised to give a similar importance to this phase in order to not overestimate other important phases, like sample, and participants’ selection.

The key challenge in formulating survey questions is to ensure that respondents understand clearly the meaning of what is being asked. Dolnicar (2013) made a number of practical recommendations on how to reduce variability of interpretation in the queries based on other previous experiments and experience (Cantril, 1940; Converse and Presser, 1986; Payne, 1980), and our questionnaire was developed having in mind this reference list, so these characteristics were present: (1) the language used for the queries was meticulously chosen and thus it could be colloquially understood by the respondents; (2) all the questions were very short and most of the components' attributes were referred to a general compound construct like factors, handicaps or attractions. (3) The acronyms were avoided from the wording; (4) all the queries were specific enough but the author of this dissertation was ready to clarify any misunderstanding that could have existed, especially during the face-to-face interviews; (5) double-barreled queries² were avoided; (6) our queries did not contain any double negatives; (7) the numerical answer scale (1) "Strongly disagree" to (9) "Strongly agree" was not used; (8) Pre-test, focus groups and meetings to analyse the questionnaire was very common in the first stage of the research; (9) We keep the survey as short as possible asking only relevant information for the research³.

The questionnaire presents an anticipated answer format using closed questions and a four-point scale (bipolar) that was verbally labelled. Different answer scales were used depending whether question deals with the importance or the degree of agreement. For example, the level of importance was verbalized as follows: Not important at all, unimportant, important and very important. Meanwhile, the degree of agreement was verbalized as: Strongly disagree, disagree, agree and strongly agree. A four-point-Likert scale is preferred in order to mitigate the answering style of some respondents who anchor their answers in the midpoint. Thus, all the respondents are obliged to answer towards one of the extremes of the bipolar scale. This is an important issue to take into

² Double-barreled questions are those that include two objects or attributes, thus confusing respondents about what is being asked (e.g., "How satisfied were you with food and wine at the restaurant?").

³ Dolnicar (2013) claimed that there are at least three good reasons to keep a survey as short as possible: (1) short questionnaires reduce fatigue effects and improve data quality; (2) keeping questionnaires short can increase participation rates and improve sample representability; and (3) short surveys reduce fieldwork costs.

account in order to moderate the potential evasion of respondents. Schuman and Presser (1981) suggest that only respondents with clear feelings towards some direction of the scale did not evade.

4.3. Administration and Sample

Questionnaires in social sciences can be administered either through complete interviews using well-trained or professional interviewers or through self-completed questionnaires that are normally administered on-line. This study is based on these two approaches, as personal interviews were decided to be the best option in the first phase of the design of the questionnaire. Our questionnaire aims to investigate a very specific concept “Halal Tourism”, but as said, this is not always clear and, sometimes, a lot of prejudices exist between Muslim and non-Muslim respondents.

For this reason, the first phase is based on the administration of the pre-test questionnaire to a convenience sample of respondents familiar with the context of the study during a congress “Halal, a Global Concept” held between 24 and 26 March 2015 in Cordoba (Spain). The congress is organized by Halal Institute of Spain which was established in 1998. The institute has three main lines of activity: (1) To certify products and services; (2) To obtain the necessary international accreditations and recognition, as well as to contribute to the achievement of a Halal Standard in Spain and Europe ; and (3) To establish an efficient and effective Halal affairs management.

The institute has become an important actor for this segment, being a meeting point of national and international initiatives led by individuals, companies and institutions with market and cooperation projects under the Halal philosophy, which is broadly understood as a healthy and socially generous way of life.

The election of Cordoba as “capital of Halal tourism, food, and finances” and host city of the 1st International Halal Congress, welcome specialists, experts, scientist, academics, entrepreneurial fabric and all those individuals and entities interested in getting to know the Halal way of life in a contemporary Andalusian context. It also offers and promotes entrepreneurship and entrepreneurial culture within the Halal concept.

The event program was varied and welcomed 150 delegates from 20 different countries. The delegates contributed with their experiences, knowledge and projects of Halal standardization. Also new views and ideas promoting a worldwide standard were shared

through scientific development, research, and new technologies. The main objectives of the event were: (1) To promote the Halal way of life as a global concept and as a positive value that Muslims provide to society; (2) To promote normalization and respect for diversity; (3) To raise awareness of the importance of achieving food sovereignty and fair trade; (4) To raise awareness of the respect and protection of the environment and living things ; (5) To spread the values of ethical economy and Halal finance; (6) To promote entrepreneurship and business ventures within the Halal concept, highlighting its growing role as generative of new business opportunities; (7) To promote development of science, research and new technologies in order to top up the Halal concept; (8) To promote the integration of groups at risk of social exclusion in the Halal industry and services; (9) To spread sport culture and healthy leisure; (10) To strengthen volunteer work and cooperation within the Islamic social fabric; (11) To highlight the relevance of the Halal economy and industry as one of the most dynamic sectors, that can generate growing new business opportunities, and with a foreseeable impact in the future.

During the celebration of the conference, the questionnaire was administered to 80 participants and different meetings were held with specialists and academics in a sort of focus groups in order to include and exclude some of the scale items of the questionnaire. We were also helped with the wording and the Likert scale format of the questions of the blocks of the questionnaire.

Once, the questionnaire is finally developed, we proceed to prepare an online survey through the Google forms. A sample of 150 potential participants was chosen to fill the survey, but unfortunately only 120 complete a valid questionnaire. For this online administration, the sample of respondents was more familiar with the Halal concept as the tabulation of the face-to-face respondents allows us to conclude that the representation of respondents with no familiarity with Halal concept was already guaranteed. The non-response participants (30) were contacted several times in order to get the survey results but a positive response was not finally achieved. Thus, the number of valid responses is 200.

Once, all the questionnaires are collected and gathered, the information of the face-to-face questionnaires was included in the database using the tabulation developed in the google form. According to Tabachnick & Fidell (1996), once the data has been coded

and collected, it is time to check any errors to maintain the accuracy of the data prior to commencing the data analysis. Steven (1996) noted there are many possible sources of data errors from the initial data collection to the final coding and entry; therefore, it is important that such errors be at a minimum. To ensure the accuracy of the data, all questionnaires were thoroughly examined. Results from the questionnaires were then cross-examined with the SPSS data file to ensure that data entry was completed with no errors.

The sample size was finally set at 200 because SEM requires a large sample size in order to obtain reliable and meaningful parameter estimates. There is no agreement on how large a sample size is needed for conducting SEM (Hair et al, 1998). Anderson and Gerbing (1988) consider sample sizes between 100 and 150 as the minimum for conducting SEM. Kline (1998) suggests that sample sizes below 100 could be considered small, between 100 and 200 cases as medium size and samples that exceed 200 cases could be considered as large. However, models with more parameters require a larger sample. Hair et al. (1998) recommend that the minimum sample size be at least greater than the number of free parameters.

Other important feature of the dataset regards to the accuracy of the data and the existence of missing values. Missing values are common in many areas of social research but we prefer to use complete questionnaires with no missing value because SEM requires complete data with no missing values as the results can be seriously biased (Allison, 2002).

4.4. Ethical considerations

Many ethical issues apply in relation to social science (McDaniel and Gates 2002; Neuman 2007). For this reason the following considerations were seriously taken into account when the questionnaire was finally used in the face-to-face interviews or when the questionnaire was sent to a potential respondent: (1) Confidentiality and privacy of the respondents are guaranteed; (2) The purpose of the research was clearly explained at the beginning of the process; (3) The data has been collected and tabulated accurately; The analysis of the data is impartially done trying to be objective (Dillman et al., 2009).

4.5. Socio-demographic characteristics of the respondents

In order to provide an adequate profile about the respondents, the first block of the questionnaire contains 10 questions about: (1) Gender; (2) Religion; (3) Degree of

religiosity; (4) Marital status; (5) Age Group; (6) Academic level; (7) Occupation; (8) Monthly household income; (9) Country of residence; (10) Mother tongue.

The majority of the targeted respondents that is to say 146(73%) from 200 respondents were male respondents. The age group of 26-35 years old and 36-45 years old dominate the respondents group with 63(31.50%) persons and 61(30.50%) persons, respectively. Most of the respondents are married 112(56%), whereas 79(39.5%) of the respondents are single and 9(4.5%) are divorced, separated or widowed. The respondents could be considered a high-educated segment as the majority 113(56.5%) hold a Master/Phd degree and 72(36%) of them hold at least the university degree. In term of occupation, there are 40(20%) students, 32(16%) professors at the University, 21(10.5%) employed in the tourism sector, 13(6.50%) Entrepreneur in the tourism sector and 94(47%) have a different occupation. With regards to the monthly household income, most of them (47%) of the respondents gain a monthly household income between 1000 Euros and 3000 Euro, whereas (6.5%) reported and income of 6000 Euros or more. The non-Muslim religious segment is represented by 45(22.5%) respondents, in comparison with 142(71%) Muslim respondents. Regarding the religiosity of respondents, only 23 (11.5%) say being unreligious persons. 87(43,5%) are residents in Spain, followed by 83(41,5%) residents in North Africa, 11(5,5%) residents in countries of the Arab Gulf and 10(5%) respondents residents in others Muslim Countries (Table 4.2.).

Table 4.2. Demographic profile of respondents

Demographic Variable	Categories	Frequency	Percentage
Gender	Male	146	73%
	Female	54	27%
	Total	200	100%
Marital status	Single	79	39,50%
	Married	112	56%
	Other	9	4,50%
	Total	200	100%

Questionnaire and data.

Religion	Christian	42	21%
	Muslim	142	71%
	Other	3	1,50%
	Without	13	6,50%
	Total	200	100%
Religiosity	Unreligious	23	11,50%
	Moderately religious	121	60,50%
	Very religious	56	28%
	Total	200	100%
Mother tongue	Spanish	58	29%
	English	6	3%
	Arabic	120	60%
	Other	16	8%
	Total	200	100%
Age Group	25<	28	14%
	26-35	63	31,50%
	36-45	61	30,50%
	46-55	35	17,50%
	56-65	13	6,5%
	Total	200	100%
Education	Secondary	5	2,50%
	Bachelor's degree or equivalent	10	5%
	University degree	72	36%

	Master/Phd	113	56,50%
	Total	200	100%
Household Income	1000<	56	28%
	1001-2000	54	27%
	2001-3000	40	20%
	3001-4000	24	12%
	4001-5000	9	4,50%
	5001-6000	4	2%
	6000>	13	6,50%
	Total	200	100%
Occupation	Student	40	20%
	Professor	32	16%
	Employed in the tourism sector	21	10,50%
	Entrepreneur of the tourism sector	13	6,50%
	Other	94	47%
	Total	200	100%
Country of residence	Spain	87	43,50%
	EU	7	3,50%
	North Africa	83	41,50%
	Arab Gulf countries	11	5,50%
	Other Muslim countries	10	5%
	Other	2	1%

	Total	200	100%
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Source: Own elaboration

4.6. Halal Tourism knowledge

Of 200 respondents, 145(72.5%) expressed that they know what Halal concept means, whereas 55(27.5%) reported that they do not know what Halal means. In this case, a brief explanation was given in order to explain the objective of the study. We consider that it is very interesting to know to what extent the results can be affected by a prior knowledge of the phenomenon under study. Among those who have visited Halal establishments in Spain, there are 53(26.5%), the majority 147(73.5%) have never visited any Halal establishment in Spain. And with respect whether the occupation was related to any Halal establishment, 82.5 percent of the sample does not work directly in any Halal establishment.

Table 4.3. Halal Tourism Knowledge

Variable	Categories	Frequency	Percentage
Halal Tourism Knowledge	Yes	145	72.5
	No	55	27.5
Halal Tourism visit in Spain	Yes	53	26.5
	No	147	73.5
Halal Tourism related work	Yes	35	17.5
	No	165	82.5
Source: Own elaboration			

Due to the characteristics of our sample, it is not strange that most of the respondents are familiar with Halal Tourism. The above table shows that the minority group is related to those who work for some company that has a direct link with Halal Tourism. As discussed above, the proper classification and clarification of what can be considered Halal Tourism is really needed (Battour & Ismail, 2016). According to the authors, Halal Tourism and Islamic Tourism are usually used by scholars interchangeably. However, it is questionable that both terms can be used as the same. The authors

conclude that Halal Tourism is “any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourism industry”. The definition considers the Islamic law (shariah) as the basis to deliver tourism products and service to the target customers who are mainly Muslims, such as Halal hotels (shariah compliant hotels), Halal Resorts, Halal restaurants, and Halal trips.

4.7. Pull and Push factors that measure Spanish Halal Tourism competitiveness

Crompton (1979), in his seminal paper, is the first author to mention the push-and-pull factors as the key motivation drivers to travel. Push factors are internal motivations to travel that are more or less related to satisfying the human needs. According to Maslow’s Hierarchy of Needs theory, there are five different sets of needs from basic to more sophisticated needs: (1) physiological; (2) safety or security; (3) social; (4) self-esteem; and (5) self-actualization (Wahba & Bridwell, 1976). The pull factors, also known as external motivation to travel, are based on destination characteristics that act as a catalyst force to attract tourists to the region. Wong and Musa (2014) contend that motivation is one of the major determinants of tourist behaviour.

This section presents the frequency of responses as the basic descriptive statistics of this ordinal variable. The query of the block of the questionnaire is made according to the characteristics of Spain as a country in order to be competitive in the Halal Tourism segment. The ten items included in this block of the questionnaire are: (1) Spain can be considered an open country; (2) Multicultural country; (3) Religious respect; (4) Important Muslim Heritage; (5) Proximity to Muslim countries; (6) Good political relations with Muslim countries; (7) There are mosques in the main cities of Spain; (8) An important Halal certification Centre exists in Spain; (9) There are good air connections; and (10) The tourist sector is already very important in Spain.

Table 4.4 shows the results of this block. It can be seen that there is a relative consensus in all the items included because for most of the items more than 70 percent of respondents agree or strongly agree. The existence of mosques is the only one exception to this general trend. On the other hand, 9 percent of the respondents strongly disagree with the existence of the Halal certificate Centre.

Table 4.4. Halal Tourism Push Motivation Factors

Variable	Categories	Frequency	Percentage
Open country	Strongly disagree	14	7
	Disagree	28	14
	Agree	97	48.5
	Strongly agree	61	30.5
Multicultural country	Strongly disagree	15	7.5
	Disagree	26	13
	Agree	101	50.5
	Strongly agree	58	29
Religious respect	Strongly disagree	12	6
	Disagree	19	9.5
	Agree	97	48.5
	Strongly agree	72	36
Important Muslim Heritage	Strongly disagree	11	5.5
	Disagree	22	11
	Agree	73	36.5
	Strongly agree	94	47
Proximity	Strongly disagree	6	3
	Disagree	27	13.5
	Agree	106	53
	Strongly agree	61	30.5
Good political relations	Strongly disagree	9	4.5
	Disagree	43	21.5
	Agree	100	50
	Strongly agree	48	24
Mosques existence	Strongly disagree	15	7.5
	Disagree	46	23
	Agree	89	44.5
	Strongly agree	50	25
Halal certification Centre	Strongly disagree	18	9
	Disagree	31	15.5
	Agree	86	43
	Strongly agree	65	32.5
Good air connections	Strongly disagree	11	5.5
	Disagree	19	9.5
	Agree	86	43
	Strongly agree	84	42
Important Tourism Activity	Strongly disagree	10	5
	Disagree	30	15
	Agree	85	42.5
	Strongly agree	75	37.5
Source: Own elaboration			

These results are more or less in line with those obtained by Rajagopal et al. (2011). In the research, the authors also show the number and corresponding percentages of respondents who look for Halal certification always, sometimes and never for each of the products and services in the study, finding that meat and poultry are the two products in which maximum percentage of respondents “always” look for Halal certification while fruits, vegetables and cosmetics are the products that have the highest percentage of respondents “never” looking for Halal certification. The authors explain that this result is not so rare because natural products such as fruits and vegetables are automatically perceived as “Halal”. The reason for cosmetics is less obvious but it can be explained by the fact that people associate Halal with internal consumption disregarding the fact that cosmetics pass through the skin pores.

4.8. Possible handicaps measuring Spanish Halal Tourism competitiveness

As seen in the previous section, safety and security needs are also important motivator drivers that need to be analysed in the study of tourist competitiveness. Rahman et al. (2017) analyse the antecedents of travel motivation in the context of Islamic Tourism concluding that these are on certain levels of self-fulfilment, self-esteem, relationship, safety or security and psychological needs. Thus, the questionnaire includes the main basic handicaps that can affect the effectiveness and competitiveness of the tourism industry within this segment.

This section presents the frequency of responses of the existing handicaps to develop a competitive Halal Tourism sector in Spain. The 13 items included in this block of the questionnaire are: (1) Spain is very permissive with alcohol consumption; (2) The number of Halal restaurants is not enough; (3) The number of Halal hotels is not enough; (4) The bath facilities are not adequate for Muslim tradition; (5) The praying Masjid facilities are not adequate for Muslim tradition; (6) The Qiblah sign at hotels is not provided; (7) There is no segregation at beaches and swimming pools; (8) Top Less is permitted in beaches and swimming pools; (9) The bath clothes are not appropriate for Muslim tradition; (10) The employees dress code (Hijab) for female staff is not usual; (11) Muslim traditions are not respected; (12) Prostitution is not strictly controlled; (13) The Azan Prayer Call does not exist.

Table 4.5 shows the results of this block. It can be seen that there is less consensus in the block in comparison with the factors seen in the previous section. Highlighting the

majority groups, it can be seen that between 39 and 45 percent of the sample all the population show the same opinion about the more important handicaps regarding the Halal food and restaurants and the existence of Qiblah at hotels. The other two items show that the employees' dress code of female staff (Hijab) and the respect for Muslim traditions are less important. On the other hand, looking at the five more extreme minority groups, it can be seen that this is represented by the following set of attributes: Halal hotels, adequacy of bath clothes, the employees' dress code for female staff (Hijab), the respect for Muslim traditions, the control for prostitution and the existence of the Azan Prayer call. There is only one handicap that can be considered less important as the minority group agrees in the strongly disagreement. The rest of the attributes belong to the set of important handicaps as the respondents answer with a strong agreement. The sample representation ranges between 5 and 11.5 percent. Again, in comparison with the factors, it can be seen that the minority groups are larger with respect to the handicaps than with respect to the factors. The smallest minority group in the set corresponds to respondents that answer with strong agreement about the lack of respect that exist in Spain for Muslim traditions (5%). More than 10 percent of the sample belongs to the rest of the minority groups.

Table 4.5. Halal Tourism Handicaps

Variable	Categories	Frequency	Percentage
Alcohol consumption	Strongly disagree	64	32.0
	Disagree	56	28.0
	Agree	54	27.0
	Strongly agree	26	13.0
Halal restaurants	Strongly disagree	29	14.5
	Disagree	55	27.5
	Agree	77	38.5
	Strongly agree	39	19.5
Halal hotels	Strongly disagree	21	10.5
	Disagree	46	23.0
	Agree	91	45.5

	Strongly agree	42	21.0
Bath facilities	Strongly disagree	40	20.0
	Disagree	73	36.5
	Agree	61	30.5
	Strongly agree	26	13.0
Praying Masjid Facilities	Strongly disagree	31	15.5
	Disagree	76	38.0
	Agree	67	33.5
	Strongly agree	26	13.0
Qiblah at hotels	Strongly disagree	30	15.0
	Disagree	57	28.5
	Agree	79	39.5
	Strongly agree	34	17.0
Segregation at beaches and swimming pools	Strongly disagree	39	19.5
	Disagree	41	20.5
	Agree	75	37.5
	Strongly agree	45	22.5
Top Less	Strongly disagree	37	18.5
	Disagree	67	33.5
	Agree	71	35.5
	Strongly agree	25	12.5
Bath clothes	Strongly disagree	40	20.0
	Disagree	68	34.0
	Agree	69	34.5
	Strongly agree	23	11.5
Employees dress code (Hijab)	Strongly disagree	52	26.0
	Disagree	78	39.0
	Agree	47	23.5

	Strongly agree	23	11.5
Muslim traditions	Strongly disagree	70	35.0
	Disagree	90	45.0
	Agree	30	15.0
	Strongly agree	10	5.0
Prostitution	Strongly disagree	49	24.5
	Disagree	73	36.5
	Agree	57	28.5
	Strongly agree	21	10.5
Azan Prayer Call	Strongly disagree	44	22.0
	Disagree	70	35.0
	Agree	63	31.5
	Strongly agree	23	11.5
Source: Own elaboration			

Carboni, Perelli, & Sistu (2016) investigate the opinions of a group of 19 key informants in Nabeul–Hammamet (Tunisia) to explore the possibility of developing Halal Tourism products. Regarding the taboo prostitution attribute, the authors find that one of the respondents stresses the fact that tourists from the Gulf only visit Tunisia to find a more liberal environment that is definitely not in line with Islamic requirements.

We have to be honest: many Gulf Arabs are here to do things they cannot do at home. They go with women, and I mean prostitutes, too. Sex tourism definitely exists! They come to drink. But Tunisia is not Lebanon. (Interviewee Number 3)

Gulf tourists love the good life [...]. They look for what they cannot do by themselves [...] these are people who like to live at night and sleep during the day. (Interviewee Number 14)

Analysing the data, it can be said that the results are less stable than before. One possible reason that explains in part these results is that the handicaps is fully related to the core of the culture and social representation of a group of Muslim tourists. Some references that analyse social and cultural groups can help our understanding of this

topic. Yilmaz (2015) offers a theoretical solution to the problem of analysing stable constructions of social structures in discourse for the hegemonic group (Danish) and Muslim immigrants. The research interest is based on Halal food because there is a public debate in Denmark introduced by the Danish Prime Minister asking to the Camera whether it is necessary to serve pork for Danish children in order to keep Danish culture intact. The author modifies a previous dichotomy table used by Fadel (1999) and Hervik (2011) that collects the dichotomous character of the distinction between two cultural distinction groups. Hervik (1999) concludes that the categorical distinction is done by attributing two sets of mutually exclusive characteristics to either side of the table. One of the tables includes these two sentences to separate these groups: women wear headscarves and long dresses vs. women wear bikinis or go topless on beaches. Nevertheless, Yilmaz (2015) changes the table firstly because of the tremendous difficulties that exist in creating real social and cultural groups, and not poor stereotypes based on prior prejudice about immigrants or Danes. Secondly, the table shows that the same characteristics can be attributed to both groups and that opposite characteristics can describe the same group. Danes and immigrants are simultaneously described as reserved and open; immigrants as both respectful and not-respectful of women.

4.9. Important tourist attractions that could foster Spanish Halal Tourism

The tourist attractions have been thought useful for explaining the desire to go on a vacation by supporting factors that include infrastructures, access, facilities, hospitality, and companies, among others. Buhalis (2000) believes that a tourism destination has five essential elements: attractions, access, facilities, activities, and tourism-related side services. Battour et al. (2011) include a list of factors and attractions including a good climate, historical sights, sunshine, scenic beauty, beaches, snow, cultural events, recreational opportunities, benefit experience, rest and relaxation, self-esteem, prestige, health and fitness, adventure, social interaction, benefits, interests, and accessibility, as the main attributes for creating the image of the tourist destination.

This section presents the frequency of responses of the most important attractions that can be included in any future Halal Tourist product. The 13 items included in this block of the questionnaire are: (1) Sun and beach in the area of Costa del Sol; (2) Sun and beach in the area of Levante; (3) Sun and beach in the province of Cádiz; (4) Muslim

Heritage in the province of Seville; (5) Muslim Heritage in the province of Granada; (6) Muslim Heritage in the province of Córdoba; (7) Muslim Heritage in the province of Toledo; (8) Landscape; (9) Gastronomy; (10) Culture and Traditions in Spain; (11) Shopping opportunities; (12) Real Madrid FC; (13) Barcelona FC.

Table 4.6 shows the results of this block that analyses the opinions of respondents regarding the importance of different attractions to develop Halal tourist products in Spain. The majority of respondents have highlighted the importance of sun and beach in the province of Cadiz and Muslim heritage of Cordoba which consists of 45.5% and 39.5% respectively. In the context of this project, only 15% of the respondents have mentioned that shopping is important in developing Halal Tourism in Spain.

Table 4.6. Pull motivation factors importance

Variable	Categories	Frequency	Percentage
Sun and beach. Costa del Sol	Not important at all	64	32.0
	Unimportant	56	28.0
	Important	54	27.0
	Very important	26	13.0
Sun and beach. Levante	Not important at all	29	14.5
	Unimportant	55	27.5
	Important	77	38.5
	Very important	39	19.5
Sun and beach. Cádiz	Not important at all	21	10.5
	Unimportant	46	23.0
	Important	91	45.5
	Very important	42	21.0
Muslim Heritage. Seville	Not important at all	40	20.0
	Unimportant	73	36.5
	Important	61	30.5
	Very important	26	13.0

Muslim Heritage. Granada	Not important at all	31	15.5
	Unimportant	76	38.0
	Important	67	33.5
	Very important	26	13.0
Muslim Heritage. Córdoba	Not important at all	30	15.0
	Unimportant	57	28.5
	Important	79	39.5
	Very important	34	17.0
Muslim Heritage. Toledo	Not important at all	39	19.5
	Unimportant	41	20.5
	Important	75	37.5
	Very important	45	22.5
Landscape	Not important at all	37	18.5
	Unimportant	67	33.5
	Important	71	35.5
	Very important	25	12.5
Gastronomy	Not important at all	40	20.0
	Unimportant	68	34.0
	Important	69	34.5
	Very important	23	11.5
Culture and Traditions	Not important at all	52	26.0
	Unimportant	78	39.0
	Important	47	23.5
	Very important	23	11.5
Shopping	Not important at all	70	35.0
	Unimportant	90	45.0
	Important	30	15.0
	Very important	10	5.0

Questionnaire and data.

Real Madrid FC	Not important at all	49	24.5
	Unimportant	73	36.5
	Important	57	28.5
	Very important	21	10.5
Barcelona FC	Not important at all	44	22.0
	Unimportant	70	35.0
	Important	63	31.5
	Very important	23	11.5
Source: Own elaboration			

There is in fact a huge potential for Halal tourism in Spain to reinforce and promote this type of tourism that could attract more Muslim tourists in the future. Spain can be considered as one of the most important Halal tourist destinations in the world as it has all the necessary attractions to position itself as a privileged actor : the historic heritage of Andalusia, wonderful tourist infrastructures, a rich and varied gastronomy, an extraordinary climate, and the best football teams in the world. Spain is, for historical and cultural reasons, a reference and a natural destination for Arab and Muslim citizens, particularly the cities which were the main centres in “Al Andalus” in the period of Muslim domination. Among them, Córdoba enjoys a privileged position because in its heyday it represented the culprit of Islamic civilisation in Spain and it is still considered as such in the minds of many Arabs and Muslims.

Walsh-Heron & Stevens (1990) contend that

whatever stage of tourism development has been reached, attractions can be used to reinforce, consolidate, and assist the promotion of the tourism product.

Spain is a destination that can be promoted as one of the most attractive destinations for Muslims among the non-Muslim countries, despite the industry is nowadays in an embryonic stage. Spain, as other non-Muslim countries, has initiated efforts in order to attract Muslim tourists by organizing events such as the Halal congress in Cordoba and the Halal Expo Madrid that promote the potential of Islamic economy and the opportunities that offer. It should be noted that destination management offices have an

important task for the future in order to increase the relevant position that Spain can achieve in the future in this growing in importance segment.

4.10. Analysis of the organizations involved in the development of Halal Tourism

In many non-Muslim countries as Spain, the government has not yet take a vital role that engages the travel industry with the development of Halal Tourism. Lack of incentives and motivation by the different multi-level governments like the Central Administration, the Autonomous Administration and the City Government, could impede the development of the Halal tourist products.

This section presents the frequency of responses of the importance that each respondent gives to a set of organizations in the promotion and the development of Halal Tourism in Spain. The 9 organizations included in this block of the questionnaire are: (1) the Central Administration; (2) the Autonomous Administration; (3) the City Government; (4) the Travel Agencies; (5) the Tour Operators; (6) the Transport Firms; (7) the Hotels; (8) the Restaurants; (9) the University;

Table 4.7 shows the results of the block that analyses the participants in the context of the organizations' responsibility. Most of the majority of respondents have highlighted the important role that should be played by travel agencies, hotels and city government in promoting Halal Tourism in Spain. More than 41 percent of the respondents, 44.5% 43.5% and 42%, respectively, consider these three organizations as the more important in promoting this new product. On the other hand, 32.5% of the respondents have mentioned that the promotion of Halal tourism is the responsibility of both university and transport firms. It can be seen that the role of the hotels is even reinforced takings also the answers given to the scale of very important. In this case, more than 86.5 percent of respondents agree or strongly agree that the development of Halal tourism is the responsibility of hotels.

Resistance of some travel stakeholders to develop Halal tourism exists in some non-Muslim countries due to the negative sentiments portrayed by media when it comes to words such as Muslim, Halal, Shariah and Islam. Even local travel stakeholders in some Muslim countries are resisting the development of Muslim Friendly Tourism (<http://www.comcec.org>). The main concern comes from a misunderstanding of what Halal tourism is and the perception that exists regarding the conflict that can appear

with the development of these products with those traditional tourist products already developed in the destination. A better education and awareness of Halal tourism to these organizations should alleviate the fears of most of them.

Table 4.7. The importance of different organizations in the promotion of Halal Tourism

Variable	Categories	Frequency	Percentage
Central Administration	Not important at all	31	15.5
	Unimportant	43	21.5
	Important	73	36.5
	Very important	53	26.5
Autonomous Administration	Not important at all	24	12
	Unimportant	38	19
	Important	80	40
	Very important	58	29
City Government	Not important at all	21	10.5
	Unimportant	38	19
	Important	84	42
	Very important	57	28.5
Travel Agencies	Not important at all	14	7
	Unimportant	22	11
	Important	89	44.5
	Very important	75	37.5
Tour Operators	Not important at all	11	5.5
	Unimportant	23	11.5
	Important	82	41
	Very important	84	42
Transport Firms	Not important at all	21	10.5
	Unimportant	61	30.5
	Important	65	32.5

	Very important	53	26.5
Hotels	Not important at all	10	5
	Unimportant	17	8.5
	Important	87	43.5
	Very important	86	43
Restaurants	Not important at all	13	6.5
	Unimportant	22	11
	Important	81	40.5
	Very important	84	42
University	Not important at all	25	12.5
	Unimportant	59	29.5
	Important	65	32.5
	Very important	51	25.5
Source: Own elaboration			

Hirschman & Touzani (2016) analyse the contemporary ethno-religious conflict using the multinational Boycott Halal movement. This consumer movement is presently active in many non-Muslim countries like Australia, Denmark, France, Canada, New Zealand, Great Britain and the United States, among others and it is largely run by the opinions shared in the social media with the aim to restrict the presence of halal-certified products. Fukuyama (2011) contends that democracy of some high developed countries can be in danger if some groups based on ethnic or racial chauvinism spread intolerance. Excessive politicization of economic and social conflicts undermines the social welfare of modern societies and the legitimacy of democratic institutions.

In traditional tourist products, tourists consume within the marketplace with no excessive conflicts. However, due to the introduction of these new Halal products, tourists can often deal themselves with new tourists whose preferences, beliefs and standards of the marketplace behaviour differ greatly. Hirschman & Touzani (2016) sustain that the anti-halal movement is based on the credo that the Christian majority presents itself as persecuted and excluded from marketplace resources. By doing so,

they rhetorically are bidding for the higher moral ground in the conflict. By claiming to be victims of an aggressive global Muslim conspiracy to introduce Sharia law into their country, they seek political support from their fellow non-Muslims on both a global and a local level.

4.11. Classification of Halal Tourism

Fiona Jeffery, the chairman of World Travel Market says “This represents an important, untapped potential and a business opportunity for Halal tourism which is a form of religious tourism defined as activities permissible under Islamic law.” While Muhammad Munir Chaudry, the President of Islamic Nutrition Council of America, asserts that “Halal Tourism is a new concept of tourism, characterized and customized to the different needs and lifestyles of Muslim travellers, not necessarily seen as religious tourism as Umrah and Hajj. Halal tourism has also been cited in different contexts, like directions of geographic mobility, religious tourism, spiritual tourism, halal tourism and pilgrimage, all of them related to the spirituality of the Islam (Gabdrakhmanov et al., 2016)

This section presents the frequency of responses of the classification of Halal Tourism. The 5 different categories included in this block of the questionnaire are: (1) Religious; (2) Ethnic; (3) Spiritual; (4) Cultural; (5) Leisure.

Table 4.8. Halal Tourism Classification

Variable	Categories	Frequency	Percentage
Religious	Strongly disagree	26	13
	Disagree	46	23
	Agree	74	37
	Strongly agree	54	27
Ethnic	Strongly disagree	64	32
	Disagree	70	35
	Agree	50	25
	Strongly agree	16	8
Spiritual	Strongly disagree	35	17.5
	Disagree	62	31

	Agree	66	33
	Strongly agree	37	18.5
Cultural	Strongly disagree	13	6.5
	Disagree	39	19.5
	Agree	80	40
	Strongly agree	68	34
Leisure	Strongly disagree	33	16.5
	Disagree	46	23
	Agree	58	29
	Strongly agree	63	31.5
Source: Own elaboration			

Table 4.4 shows the results of the block of questions related to the classification of Halal Tourism. It can be seen that the majority of respondents have classified Halal tourism as cultural and religious tourism, with relative corresponding figures of 40% and 37%, respectively. On the other hand, 25% of the respondents have mentioned that Halal tourism can be classified as ethnic tourism. Looking at the relative dissonance for the classification, it can be seen that ethnic and spiritual are the classes that obtain less support for all the respondents, with approximate figure of 32% and 17.5%.

Jaelani (2017) contends that religion plays an important role in determining the actions and motivations for travel along the human history. Thus, the role of religion to visit sacred places of the Bible, the Koran or other sacred texts is an important driver to take into account, as well as other important spiritual features like miracles or revelation. Some tourists see the opportunity to grow in spiritualism using the vacation time as an act of spiritual or sacred journey that nurtures the personal growth. Jaelani et al. (2016) show that travel to Cirebon is synonymous to religious travel, in which pilgrims visit heritage sites of SunanGunungJati, and that in addition, Cirebon has a lot of potential to be developed into a more creative tourist destination especially related to cultural, food and shopping tourism.

4.12. Islamic Finance and the role on the development of Spanish Halal Tourism

Islamic Finance includes retail, business financing, insurance and investments. Islamic finance is based on linking the financial economy with the real economy and is by its own vision more supportive to sustainable development. Islamic finance is simply finance with Islamic faith-based principles that would find solutions for modern day world's financial problems. The financial resources of the hotels, restaurants, travel agencies and the airlines have to be fit with Islamic principles. However, Islamic finance system encourages and requires participation in sharing the profit and loss among all parties involved in the firm. Islamic finance also prohibits interest (Zulkifli et al., 2011).

This section presents the frequency of responses of the role of the Islamic Finance as a catalyst for the development of Halal Tourism in Spain. The 5 items included in this block of the questionnaire are: (1) Trustee Financial System; (2) Development Financial System; (3) Loan Financial System; (4) Financial System adapted to Muslims; (5) Spain has a lot of potential in Halal Tourism.

Table 4.9 shows the results of the block that explains the role of Islamic finance in the context of developing Halal Tourism sector. Most of the majority of respondents have highlighted that the Islamic finance is adapted to Muslims and offers a finance aid with these corresponding figures 48.5% and 46.5%, respectively. On the other hand, only a 34% of respondents have mentioned that the Islamic Finance would be an important catalyst for the development of the Spanish Halal Tourism because Spain has a lot of potential.

Multinational Islamic corporations and Islamic banks are already active and will continue to take advantage of the lucrative market of Halal tourism sector in Spain if the classical banks lag fails to maintain a leading role in promoting and developing Islamic economy and Halal Tourism. Fang (2016) analyses the changing attitudes toward Islamic Finance products in international markets in the last three decades, providing an account of the unexpected expansion outside of the Muslim world. He finds that the period is characterized from an obscure set of practices often associated with religious fundamentalism before the mid-1990s, to become a "mainstream" alternative by the turn of the century. A second interpretive break emerged with the advent of the subprime

crisis in 2007-2008, which increasingly conferred the Islamic Finance an ethical component.

Table 4.9. Halal Tourism. The role of Islamic Finance

Variable	Categories	Frequency	Percentage
Trust	Strongly disagree	10	5
	Disagree	36	18
	Agree	88	44
	Strongly agree	66	33
Development	Strongly disagree	13	6.5
	Disagree	24	12
	Agree	89	44.5
	Strongly agree	74	37
Financial aid	Strongly disagree	13	6.5
	Disagree	23	11.5
	Agree	93	46.5
	Strongly agree	71	35.5
Adapted to Muslims	Strongly disagree	15	7.5
	Disagree	25	12.5
	Agree	97	48.5
	Strongly agree	63	31.5
Spain has a lot of potential in Halal Tourims	Strongly disagree	24	12
	Disagree	30	15
	Agree	68	34
	Strongly agree	78	39
Source: Own elaboration			

4.13. Spanish Halal Tourism competitiveness in the future.

Tourism destination competitiveness literature is quite extensive and definitional (Mendola & Volo, 2017); conceptual and empirical studies have proliferated (Croes, 2011; Crouch, 2011; Crouch & Ritchie, 1999, 2006; Dwyer & Kim, 2003; Enright & Newton, 2004, 2005; Hassan, 2000; Mangion, Durbarry, & Sinclair, 2005; Ritchie & Crouch, 2000, 2003; Tsai, Song, & Wong, 2009). Early studies focused on identifying those attributes that characterize destination competitiveness (e.g. Crouch & Ritchie, 1999; Ritchie & Crouch, 2000) and proposed extensive lists of individual indicators (e.g. Dwyer & Kim, 2003). Accordingly, there is a plethora of attempts to identify, classify and use individual competitiveness.

This section presents the frequency of responses of the future development of Halal Tourism products in Spain. This part of the questionnaire resembles somehow the behavioural questions about the intentions to travel or loyalty schemes of other type of research. The two items included in this block of the questionnaire are: (1) Spain will be a champion in Halal Tourism in the next 5 years; (2) Spain will be a champion in Halal Tourism in the next 15 years. Thus, the respondents are asked about the vision of the future Halal Tourism in Spain with two time horizons, short and long term.

Table 4.10. Halal Tourism Future in Spain

Variable	Categories	Frequency	Percentage
A champion in 5 years	Strongly disagree	42	21
	Disagree	65	32.5
	Agree	80	40
	Strongly agree	13	6.5
A champion in 15 years	Strongly disagree	22	11
	Disagree	21	10.5
	Agree	76	38
	Strongly agree	81	40.5
Source: Own elaboration			

Table 4.10 shows the results of this block. It can be seen that there is a relative consensus in all the items included because for most of the items more than 78 percent of respondents agree or strongly agree that Spain will be a champion performer in Halal tourism in the next fifteen years. On the other hand, 46.5 percent of the respondents agree or strongly agree that Spain will be a champion actor in Halal tourism in the next five years.

Mendola and Volo (2017), analysing the literature review on tourism destination competitiveness, find that there are three important areas of concern: (1) the ability and need to model TDC, (2) the making of sound methodological choices in building indicators and (3) the managerial issues that surround indicators' usage.

CHAPTER 5

FACTOR ANALYSIS

5. Introduction

This chapter summarizes first succinctly the practical underpinnings of the statistical tools and methods used in the chapter: (1) Factor Analysis. Jick (1979) contends that the tradition in the literature on social science research methods advocates for the use of multiple methods, sharing the conception that quantitative and qualitative methods are complements instead of substitutes when researchers analyse one particular phenomenon.

Unfortunately, graduate training usually prepares researchers to use one method or another as appropriate and preferred, but not to combine methods effectively. As the reader would note, this dissertation is based on three quantitative methods not for being preferred but for being more accurate and appropriate regarding the objectives of the dissertation. A brief introduction to the methods and the basics of each of the techniques used in the empirical chapters will be explained in the first sections of each of the empirical chapters.

5.1. Factor analysis

Factor analysis is a multivariate statistical technique whose primary purpose is to define the underlying structure in a data matrix. It is also used to reduce the number of variables into a smaller set of dimensions (factors), while maximizing the amount of information found within each factor (Pearson, 1901; Spearman, 1904a; Thurstone, 1931). The method is used to classify data and examine measurement instruments (Flynn et al., 1990). The principal components and the principal factors are the most commonly used approaches (Hair et al., 2006; and Tabachnic and Fidell, 2007). They are also used to reduce the number of variables into a smaller set of dimensions (factors), while maximizing the amount of information found within each factor.

The advantage of a multivariate technique, over a univariate or a bivariate technique is the ability to accommodate multiple variables in an attempt to understand the complex relationships among variables. However, when the number of variables increases, it is possible that the variables are not all uncorrelated and representative of distinct concepts. Therefore, groups of variables may be interrelated to the extent that they are all representative of a more general concept. In this case, factor analysis is an adequate tool to decrease the dimensionality of the data.

The two general types of factor analysis are exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), and each one is used for quite different purposes.

5.2. Exploratory Factor Analysis (EFA)

EFA is normally used in the early stage of the research to describe and summarize data by grouping variables that are correlated with one another, but largely independent of other subsets of variables, into a specific factor (Tabachnick & Fidell, 1996). According to Pallant (2001), factor analysis consists of three steps: (1) assessment of the suitability of the data for factor analysis; (2) factor extraction; and (3) factor rotation and interpretation.

5.2.1. Assessment of the suitability of the data for factor analysis

The first step of factor analysis is to assess the suitability and appropriateness of data (Tabachnick & Fidell, 1996; Pallant, 2001). The techniques available to determine the suitability of data for factor analysis include correlation matrix, Bartlett's test of sphericity, & the Kaiser-Meyer-Olkin measure of sampling adequacy (Nunnally & Berstein, 1994; Pallant, 2001). A correlation matrix refers to a set of correlation coefficients between numbers of variables. Tabachnick & Fidell (1996) state that there should be a correlation coefficient of 0.30 or above in the correlation matrix.

The Bartlett test of sphericity recommends that the test of sphericity should be significant ($p < 0.05$) for the factor analysis to be considered appropriate (Pallant, 2001). The Kaiser-Meyer-Olkin measure of sampling adequacy index is a more sophisticated test that is used to confirm the factor ability of the correlation matrix (Tabachnick & Fidell, 1996). This index measures not only the sample adequacy but the fitness of the data. The index can range from 0 to 1, and according to Kaiser (1974) a KMO of 0.70 is

midrange. Nevertheless, Pallant (2001) contends that a minimum value of 0.6 should be obtained for the data to be considered appropriate for factor analysis.

These three tests are usually used and reported to assess the suitability of data for factor analysis, and the following criteria need to be met for the data to be considered appropriate for factor analysis: correlation coefficient of 0.30 or above in the correlation matrix, value of Bartlett's test of sphericity at the significance level of ($p \leq 0.05$), and Kaiser-Meyer-Olkin measure of sampling adequacy index greater than 0.6.

5.2.2. *Factor Extraction*

Factor extraction refers to “determining the smallest number of factors that can be used to better represent the inter-relations among the set of variables” (Pallant, 2001). Principal component analysis can be employed to extract the factors, being one of the more commonly used techniques that are “psycho-metrically sound, more mathematically simple and it avoids some of the potential problems with ‘factor indeterminacy’ associated with factor analysis”

Pallant (2001) also mentioned that there are two techniques that can be used to assist the decision as to how many factors should be retained, Kaiser's criterion and scree test. With regard to Kaiser's criterion, only factors with an eigenvalue of 1.0 or above should be retained. However, this technique often leads to retaining many factors; therefore, it is recommended that the technique is to be used in combination with a Catell's scree test (Pallant, 2001). The scree test involves plotting the eigenvalues of every factor and inspecting the plot to find a point at which a curve line changes its direction and becomes horizontal. All factors beyond the point at which the curve line changes direction should be retained as these factors normally contribute to most of the explanation of the variance in the data (Pallant, 2001).

In this study, factor analysis using principal component analysis was carried out to analyse the factors of the three main sections of the questionnaire: the push and pull factors, the handicaps and the attractions that were considered relevant in the development of Halal Tourism in Spain. In the analysis, the factors are retained if they have an eigenvalue greater than one.

5.2.3. *Factor Rotation and Interpretation*

The Varimax rotation procedure is the technique used for factor rotation (Pallant, 2001; Tabachnick & Fidell, 1996). This technique is used to minimize the number of variables that have high loadings on each factor. Hair, Anderson, Tatham, & Black (1998) recommended that factor loadings greater than 0.30 are the minimum level, loadings of 0.40 are considered more important, and loadings of 0.50 or greater are considered practically significant. Ticehurst & Veal (1999) suggested that it is important to assess the internal reliability of all factors to be retained. Kline (1994) stated that Cronbach's coefficient alpha is commonly used to measure the internal reliability of factors, and a minimum threshold of alpha 0.60 is usually recommended.

The principal component analysis with eigenvalues greater than one was rotated by the varimax analysis. Only factor loadings of .50 or higher were retained, indicating good correlations between the items and the factors to which they belonged. Observed variables are considered to have a high reliability when the squared factor loading for each one is more than .50, moderate if between .30 and .50 and poor if below .30 (Holmes-Smith, 2001). Therefore, in this study following this general rule that guarantees a higher reliability, the observed variables where their loadings are greater than .50 are kept in the model.

Validity analyses to what extent the observed variables accurately measure what they are supposed to measure (Hair et al., 1998). Validity is obtained when the relationship between the observed variable and latent variable is statistically significant (Anderson and Gerbing, 1988).

5.3. Confirmatory Factor Analysis (CFA)

CFA is used to investigate the model's goodness of fit, the magnitude of individual relationships, and the hypothesized paths. To examine the overall fit of the structured model, chi square statistic tests are used. These tests are very sensitive to sample size and model complexity. Other measures of fit compensating for sample size are goodness of fit index (GFI), adjusted goodness of fit index (AGFI), normed fit index (NFI), comparative fit index (CFI), and root mean square error of approximation (RMSEA). The recommended acceptance of a good fit to a model requires that the GFI,

AGFI, NFI, and CFI values should be greater than or equal to .90. An acceptable value of RMSEA ranges from .05 to .08 (Hair et al., 1998).

CFA will allow us to analyse whether there exists a relationship between our manifest variables included in the questionnaire and the underlying construct. The main aim of the CFA is to analyse whether our manifest variables explain adequately the intrinsic factors obtained from the literature review. In other words, two different steps are followed to test the fit of the individual parameters and the fit of the entire model. The adequacy of parameter estimates is analysed through the use of all the critical ratio values (parameter estimate divided by its standard error). The list of tests used to analyse the goodness of the fit can be seen above.

After the overall model fit has been evaluated, the measurement of each construct can then be assessed for uni-dimensionality and reliability. The fit of the measurement model is assessed by significant indicator loadings, composite reliability (CR), and average variance extracted (AVE). The convergent validity of the measures with values between zero and one is represented by both CR and AVE; the closer the value is to one, the better the variable acts as an indicator of the latent construct. The validity of the construct is questionable when the AVE of a construct is less than .50 because it indicates that the variance, due to measurement error, is larger than the variance captured by the construct. Discriminant validity is conducted by comparing the AVE values with the square of the correlations between each pair of constructs. AVE values should exceed the squared correlations values (Fornell & Larcker, 1981).

Construct reliability measures the internal consistency of a set of measures rather than the reliability of a single variable. It captures the degree to which a set of indicators can be used to build a common latent construct. An advantage of construct reliability is based on estimations of model parameters. The measure has wide applicability because it can be computed for the construct(s) in a model, regardless of whether the researcher is estimating a con-generic measurement model, confirmatory factor analysis or path model with latent variables (Holmes-Smith, Cunningham & Coote 2006). In general, researchers report at least one of three model-based estimates of reliability (Bollen 1989). These measures include the squared multiple correlations (SMC) for the observed variables, construct reliability and the variance extracted estimation.

In this study, the SMC was used to measure the construct reliability. The SMC is referred to an item reliability coefficient. It is the correlation between a single indicator variable and the construct it measures. The SMC for an observed variable is the square of the indicator's standardised loading. For example, if the standardised loading for an observed variable is .80, the corresponding squared multiple correlation is .64 and the error variance is .36, accordingly. The SMC of a good observed variable should exceed .50, although many empirical applications accept SMC values of .30. A SMC of .50 is roughly equivalent to a standardised load of .70 (Holmes-Smith, Cunningham & Coote, 2006).

In this research, EFA and CFA are used with different objectives. EFA is employed for the purpose of analysis the dimension and existing patterns in the ad-hoc prior selected constructs. CFA is used to investigate the model goodness of fit for the proposed solution of constructs. CFA is also conducted here as a primary phase of the specification of a Structural Equation Modelling (SEM). Brown (2014) contends that CFA has become one of the most commonly used statistical procedures in applied research. CFA has become very popular and a valid tool to address the following topics: (1) Psychometric evaluation of test instruments; (2) Construct validation; (3) Method effects; and (4) Measurement invariance evaluation.

5.4. Exploratory Factor Analysis and Confirmatory Factor Analysis for exogenous factors

All the sections included in the study are examined in order to construct validity and internal consistency. First, exploratory factor analysis (EFA) was carried out using principal component analysis with varimax rotation. In order to make the interpretation of the factors that are considered relevant, the first selection step is generally followed by a rotation of the factors that are finally retained. Varimax, which was developed by Kaiser (1958), is with no discussion the most popular rotation method. As previously said, Kaiser's criterion (eigenvalue ≥ 1) was used to identify the number of factors. The variables are retained when the load factor is greater than 0.5 (Kline, 2005; Nunnally & Bernstein, 1994).

The factor analysis and reliability tests examine the underlying dimensions of the possibility of Halal Tourism development in Spain using the three blocks of the questionnaires in order to obtain the dimensionality of the push and pull factors, the

handicaps, and the attractions. The principal aim is to establish a theoretical and conceptual foundation to identify the underlying dimensions of motivations and barriers perceived by Muslim tourists when they decide to come or not to come to Spain as a Halal travel destination.

As discussed above, all the necessary conditions for performing EFA are met. First, the current study sample size is **200** and is sufficient to conduct EFA according to Tabachnick and Fidell (2007). Second, an inspection of the correlation matrix shows evidence of coefficients greater than .60 which means that the condition of factor-ability of the dataset (strength of the inter-correlations among the items) is met (Pallant, 2007).

Additionally, Bartlett's test of sphericity is significant which supports the factor-ability of the data set and implies the presence of non-zero correlation among the items and a high level of homogeneity among variables (Field, 2006). Bartlett's test of sphericity shows an approximate Chi-square of 9237.1 with 2415 df and a level of significance 0.00. The overall measure of sampling adequacy (KMO) is .800 which is higher than the cut-off point of .60 as recommended by Field (2006) and Hair et al. (2006). Overall, the model also shows the fundamental requirements for factor analysis (Hair et al., 2006), as all the coefficient values are greater than .50 as recommended.

Our empirical model resulted in a thirteen exogenous factors solution presenting three endogenous factors that present an adequate overall fit. The exogenous latent construct are: (1) Historic Heritage (HH); (2) Sun and Beach (SB); (3) Tourist Attractions (TA); (4) Spanish Football (SF); (5) Relations and Proximity (RP); (6) Openness and Respect (OR); (7) No code dress (NCD); (8) No Halal establishment (NHE); (9) Public Responsibility (PUR); (10) Private Responsibility (PRR); (11) Islamic Finance (IF); (12) Tourism Form (TF); and the factor phenomenon (13) Spanish Halal Competitiveness (SHC). The endogenous latent constructs are: (1) Pull Motivation Factors (PULL); (2) Push Motivation Factors (PUSH); and (3) Barriers or Handicaps (BHAND). In fact, the focus of this research is about nine exogenous latent factors which are the most significant and are based on the blocks of questions 2, 3, 4, and 8.

An observed or measured variable, sometimes named indicator or manifest variable, is a specific measure either obtained from answer of respondents to questions in a questionnaire or from some type of observation. Measured variables are used to define

latent constructs. In other words, indicators are associated with each latent construct and are specified by the researcher (Hair et al. 2006).

An exogenous latent construct, normally based on multiple indicators, is equivalent to an independent variable. It is a construct that is not affected by any other construct in the model. On the other side, endogenous latent constructs are equivalent to dependent variables as they are affected by other constructs in the model (Hair et al. 2006; Sharma 1996).

5.4.1. *The pull motivation factor or Tourist Attractions*

The first endogenous motivation latent factor was measured using 13 items. The factor analysis resulted in four exogenous factors. As a result of the factor analysis, no item was deleted. The overall value of the Kaiser-Meyer-Okin measure of sampling adequacy test (KMO) was .87, and the value and significance level of the Bartlett's Test of Sphericity shows the validity of the EFA ($p < .000$).

This section outlines the construct development and assessment for each of them. Thus, the developed and mentioned constructs Historic Heritage (HH), sun and beach (SB), tourist attractions (TA) and Spanish football (SF) are tested by comparing the theoretical measurement model against reality, as represented by the sample.

Table 5.1. Rotation of Pull Motivation Factor

<i>Reliability statistics</i>	Component			
<i>Dimensions</i>	1	2	3	4
Alfa Cronbach=.90	HH	SB	TA	SF
Alpha of Cronbach/component	.97	.89	.83	.84
Historical Heritage Muslim of Granada	,929			
Historical Heritage Muslim of Cordoba	,924			
Historical Heritage Muslim of Sevilla	,916			
Historical Heritage Muslim of Toledo	,872			

Factor Analysis

Sun and Beach Levante		,888		
Sun and Beach Costa del Sol		,847		
Sun and Beach Cádiz		,827		
Culture and Traditions			,845	
Gastronomy			,781	
Landscapes			,609	
Shopping			,583	
Barcelona CF				,903
Real Madrid CF				,878

Source: Developed for this research

Table 5.1. shows the structure of this first model. As can be seen, the first exogenous factor, named Historic Heritage (HH), is formed by four items. The second pull factor, named Sun and Beach (SB), is formed by three items. And the third pull factor, named Tourist Attractions (TA), is formed by four items. And, finally, the fourth pull factor, named Spanish Football (SF), is formed by two items. These latent constructs were measured by using multi-item scales which constitutes the measurement model section; each item has its related error term as it will be shown in a proper figure for each of the constructs.

Based on the EFA from the previous section, and accordingly to the structure, the selected manifest variables or indicators are going to be tested through an individual CFA for each of the exogenous latent construct. The predicted factor structure is priory determined by considering the findings from the previous EFA.

The process for determining dimensionality, factor loadings, extracted variance and reliability for each of the indicators used to measure the constructs of interest in this research are reported and analysed. Hence, confirmatory factor analysis is conducted (see the next section) to test the dimensional structure of the pull motivation construct.

Furthermore, composite Cronbach Alpha value scores for the four factors reflect satisfactory internal consistency, as all the alpha coefficients are greater than .70 and are considered acceptable.

Historic Heritage (HH)

This section describes the development of a measure representing a first factor named in this study Historic Heritage (HH), which exhibits good psychometric properties. The construct Historic Heritage (HH) was initially developed from four observed variables that were drawn from the literature. Each one of the four items included in the Historic Heritage has a non-zero loading on the (HH) factor.

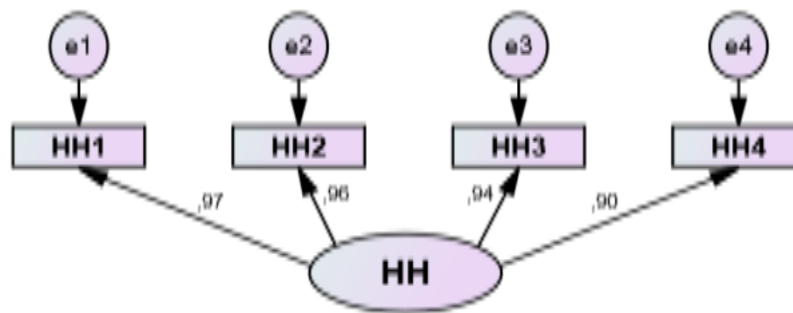


Figure 5.1. Schematic presentation of the Historic Heritage factor

Table 5.2. Historic Heritage standardized regression weights

<i>Observed variable</i>	<i>Factor Loadings</i>	<i>Reliability</i>	<i>Variance Explained</i>
Historical Heritage Muslim of Granada (HH1)	.97	.97	49.22%
Historical Heritage Muslim of Cordoba (HH2)	.96		
Historical Heritage Muslim of Sevilla (HH3)	.94		
Historical Heritage Muslim of Toledo (HH4)	.90		

Source: Developed for this research

Figure 5.1. presents the structure of this model. It can be seen that all the standardized regression weights are significantly different from zero and ranged between .90 and .97

which are greater than the recommended threshold level of .50 (Hair, Anderson et al., 2006).

In addition, all of the goodness-of-fit indices of HH model construct were above the cut-off values (Table 5.2). It can be seen that this factor is formed by the following indicators: (1) “Historical Heritage Muslim of Granada”; (2) “Historical Heritage Muslim of Córdoba”; (3) “Historical Heritage Muslim of Sevilla”; and (4) “Historical Heritage Muslim of Toledo”. It explained 49.22% of the total variance with an eigenvalue of 6.40 and the alpha coefficient was .97. All these obtained values are within the acceptable range. Although the whole confirmatory factor analysis (CFA) will be presented in the next section, we can anticipate here that all the items were retained in the model. All indicator measures evidence high loadings, thus indicating uni-dimensionality and internal consistency for the scale (Hair, Anderson et al. 2006; Tabachnick and Fidell 2007).

Sun and Beach (SB)

This section describes a second factor named Sun and Beach (SB), which also exhibits good psychometric properties. The construct Sun and Beach (SB) was initially developed from four observed variables that were drawn from the literature and from the focus group.

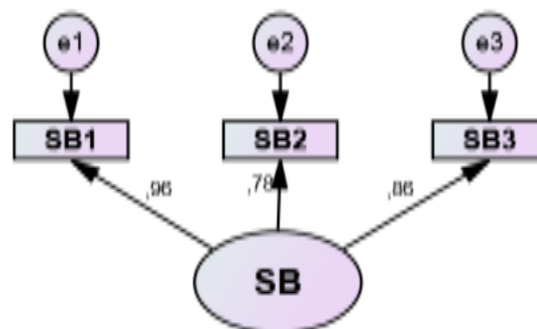


Figure 5.2. Schematic presentation of Sun and Beach factor

Each item-per measure has a non-zero loading on the Sun and Beach (SB) factor, and, finally, this construct includes only three items: (1) “Sun and Beach Levante”; (2) “Sun and Beach Costa del Sol”; and (3) “Sun and Beach Cadiz”. It explained 13.79% of the total variance with an eigenvalue of 1.79. The alpha coefficient was .89 and all the

values are again within the acceptable range. This construct (SB) is represented schematically in Figure 5.2.

The standardized regression weights are all significantly different from zero and range between .78 and .96, which are above the recommended threshold level of .50 (Hair, Anderson et al., 2006). All the goodness-of-fit indices were above the cut-off values. The alpha coefficient extracted value for the construct is .89, which is considered acceptable as it is greater than .70.

Table 5.3. Sun and beach standardized regression weights

<i>Observed variable</i>	<i>Factor Loadings</i>	<i>Reliability</i>	<i>Variance Explained</i>
Sun and Beach Levante (SB1)	.96	.89	13.79%
Sun and Beach Costa del Sol (SB2)	.78		
Sun and Beach Cádiz (SB3)	.86		

Source: Developed for this research

Using the provided data, the associations between the Sun and Beach (SB) indicator items were assessed using confirmatory factor analysis to determine the fit of the indicators of Sun and Beach (SB) to the construct. Kaiser-Meyer-Olkin measure of sampling adequacy test (KMO) was .72 at the significance level of .000 in Bartlett's Test of Sphericity. As a result, all items were retained for the final model. All indicator measures have adequate high loadings that indicate uni-dimensionality and internal consistency for the scale (Hair, Anderson et al. 2006; Tabachnick and Fidell 2007)

Tourist Attractions (TA)

The third factor, described in this section, is named Tourist Attractions (TA), which also exhibits good psychometric properties. The construct Tourist Attractions (TA) was initially developed from four observed variables that were initially drawn from the literature: (1) "Culture and Traditions"; (2) "Gastronomy"; (3) "Landscape"; and (4) Shopping. Each item-per measure has a non-zero loading on the Tourist Attractions (TA) factor, explaining 11.32% of the total variance with an eigenvalue of 1.47 The

alpha coefficient was .83, and all the relevant coefficients are within the acceptable range. Tourist attractions factor is presented schematically below.

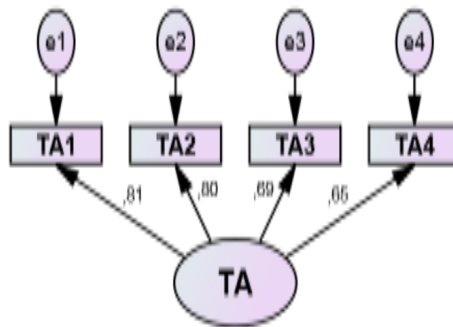


Figure 5.3. Schematic presentation of Tourist Attractions factor

The standardized regression weights are all significantly different from zero and ranged between .65 and .81, above the recommended threshold level of .50 (Hair, Anderson et al., 2006). In addition to this, all of the goodness-of-fit indices are also above the recommended cut-off values. The alpha coefficient, extracted value for the construct which was .83, is considered acceptable as it is greater than .70.

Table 5.4. Tourist attractions standardized regression weights

<i>Observed variable</i>	<i>Factor Loadings</i>	<i>Reliability</i>	<i>Variance Explained</i>
Culture and Traditions (TA1)	.81	.83	49.22%
Gastronomy (TA2)	.80		
Landscapes (TA3)	.69		
Shopping (TA4)	.65		

Source: Developed for this research

According to using the data in this study, the relation between the Tourist Attractions (TA) indicator items were assessed using confirmatory factor analysis to determine the fit of the indicators of historic patrimony to the construct. Kaiser-Meyer-Olkin measure of sampling adequacy test (KMO) was .79 at the significance level of .000 in Bartlett's Test of Sphericity. All indicator measures resulted in high loadings thus indicating unidimensionality and internal consistency for the scale (Hair, Anderson et al. 2006; Tabachnick and Fidell 2007)

Spanish Football

This section describes the fourth factor, named Spanish Football (SB), which also shows good psychometric properties. Spanish Football (SF) was initially proposed using two indicator items: “Barcelona FC” and “Real Madrid CF”. It explains 7.91% of the total variance with an eigenvalue of 1.03. The alpha coefficient was 0.84 and all these coefficients are all within the acceptable range. Kaiser-Meyer-Olkin measure of sampling adequacy test (KMO) was .50 at the significance level of .000 in Bartlett’s Test of Sphericity. SF is presented schematically below in Figura 5.4.

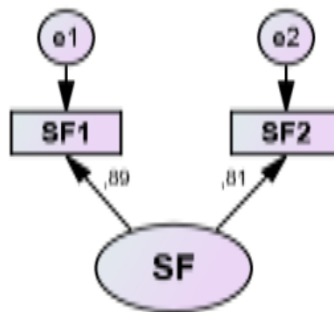


Figure 5.4. Schematic presentation of Spanish Football factor

The standardized regression weights are all significantly different from zero and ranged between .81 and .89, above the recommended threshold level of .50 (Hair, Anderson et al., 2006). In addition to this, all of the goodness-of-fit indices are also above the recommended cut-off values. The alpha coefficient, extracted value for the construct which was .83, is considered acceptable as it is greater than .70.

Table 5.5. Spanish Football standardized regression weights

<i>Observed variable</i>	<i>Factor Loadings</i>	<i>Reliability</i>	<i>Variance Explained</i>
Barcelona FC (SF1)	.89	.84	7,91%
Real Madrid (SF2)	.81		

Source: Developed for this research

The relation between the Spanish Football (SF) indicator items were assessed using confirmatory factor analysis to determine the fit of the indicators of this construct.

Due to low sampling adequacy statistics test KMO .50 (.70 and above are recommended) of Spanish football factor, this factor will be eliminated from the final model. The CFA model represented in Figure 5.4 is underidentified because the number of unknowns (4 freely estimated parameters) exceed the number of knowns (3 elements of the input matrix that result from 2 variances and 1 covariance). In order to identify the model, the unique error terms are assumed to be equal.

It is out of the scope of the current section to evaluate in more depth the lack of fit in this case. However, as in Brown (2003), the results can be originated in the impact of the method effects on questionnaires regarding the mixture of positively and negatively worded items. In other words, the differential covariance among these two items is not based on the influence of different and substantive latent dimensions, but rather this covariance reflects an artifact of response styles associated with the existing antagonism between these two historical football teams.

5.4.2. *The push motivation factor*

This section describes the development of two measures representing the second endogenous motivation latent factor named push motivation factors. Push motivation factors were initially developed from two a-priori factors that were included from the literature review using 10 individual indicators. The first endogenous factor is finally named relations and proximity (RP) and the second is openness and respect (OR). The EFA results confirm these two endogenous factors than include all the ten individual indicators.

The two factors composed of 10 items revealed that the overall value of the Kaiser-Meyer-Olkin measure of sampling adequacy test (KMO) was .89 at the significance level of .000 in Bartlett's Test of Sphericity and shows an approximate Chi-square of 900.77 with 45 df and significance .000. The reliability statistics for the two factors ranged from .83 to .84. Consequently, all items were kept for the final version of the study questionnaire (Table 5.6).

The standardized regression weights are also investigated in this study, and we obtain that the standardized regression weights are all significant and different from zero, and greater than .50, the threshold level for acceptability (Hair, Anderson et al. 2006).

Table 5.6. Factor rotation of push motivation factors

<i>Reliability statistics</i>	Component	
<i>Push motivation factor</i>	<i>1</i>	<i>2</i>
Alfa Cronbach=.890	RP	OR
Alfa Cronbach. Component	0.83	0.84
Having a location close to the Muslim countries	.828	
Having good political relations with the countries	.802	
There are mosques in the most important cities	.675	
Having an important Muslim historical heritage.	.630	
Being a great touristic power.	.621	
Being a multicultural country.	.605	
Having a Center of halal certification.		.812
Having good airline connections.		.809
Respecting religious freedom.		.794
Being an open country.		.596

Source: Developed for this research

Based on the EFA from the previous section, and accordingly to the structure, the selected manifest variables or indicators are going to be tested through an individual CFA for each of the two exogenous latent push motivation constructs. The predicted factor structure is priory determined by considering the findings from the previous EFA.

The process for determining dimensionality, factor loadings, extracted variance and reliability for each of the indicators used to measure the constructs of interest in this research are reported and analysed. Hence, confirmatory factor analysis is conducted (see the next section) to test the dimensional structure of the push motivation construct.

Furthermore, composite Cronbach Alpha value scores for the four factors reflect satisfactory internal consistency, as all the alpha coefficients are greater than .70 and are considered acceptable.

Relations and proximity (RP)

Relations and proximity, the first factor of push motivation factors, contains six items and has an eigenvalue of 1.58. The six items are: (1) “Having a location close to the Muslim countries”; (2) “Having good political relations with Muslim countries”; (3) “There are mosques in the most important cities”; (4) “Having an important Muslim historical heritage”; (5) “Being a great touristic power”; and (6) “Being a multicultural country”. It explains 50.46% of the total variance with an eigenvalue of 5.06.

Kaiser-Meyer-Olkin measure of sampling adequacy test (KMO) was .86 at the significance level of .000 in Bartlett’s Test of Sphericity. As a result, all items were retained for the final version of the model. Alpha was calculated to be .84, and as it is greater than .70, it is considered acceptable. Relations and proximity is represented schematically by the Figure 5.5.

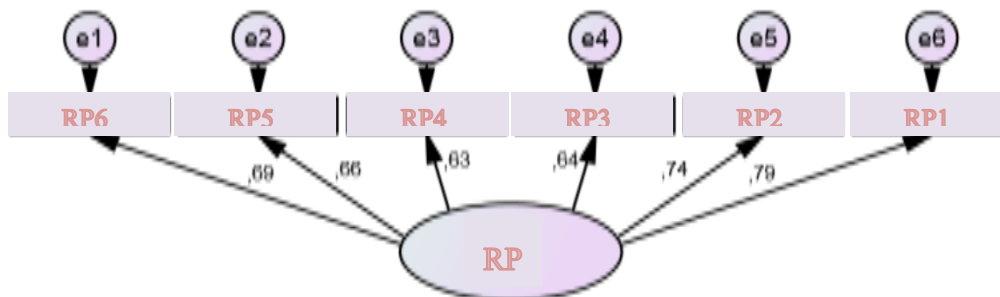


Figure 5.5. Schematic Presentation of Relations and Proximity factor

Table 5.7 shows that the standardized regression weights are all significantly different from zero and range between .63 and .79, above the recommended threshold level of .50 (Hair, Anderson et al., 2006). In addition to this, all of the goodness-of-fit indices are also above the recommended cut-off values. The alpha coefficient, extracted value for the construct which was .84, is considered acceptable as it is greater than .70.

All indicator measures evidence high loadings, thus indicating uni-dimensionality and internal consistency for the scale (Hair, Anderson et al. 2006; Tabachnick and Fidell 2007).

Table 5.7. Relation and Proximity standardized regression weights

<i>Observed variable</i>	<i>Factor Loadings</i>	<i>Reliability</i>	<i>Variance Explained</i>
Having a location close to the Muslim countries (RP1)	.79	.84	50.46%
Having good political relations with the countries (RP2)	.74		
There are mosques in the most important cities (RP3)	.64		
Having an important Muslim historical heritage (RP4)	.63		
Being a great touristic power (RP5)	.66		
Being a multicultural country (RP6)	.69		

Source: Developed for this research

Openness and Respect (OR)

The second exogenous latent factor of this questionnaire block is named as openness and respect (OR). It contains four items and explained 11.15% of the variance, with an eigenvalue of 2.21. The four items included in this construct are: (1) “Having a centre of halal certification”; (2) “Having good airline connections”; (3) “Respecting religious freedom”; and (4) “Being an open country”. Alpha was calculated to be .84.

Kaiser-Meyer-Olkin measure of sampling adequacy test (KMO) is .77 at the significance level of .000 in Bartlett’s Test of Sphericity. As a result, all the items were retained for the final version of the model that will be presented in the corresponding section. Openness and respect is presented schematically in Figure 5.6.

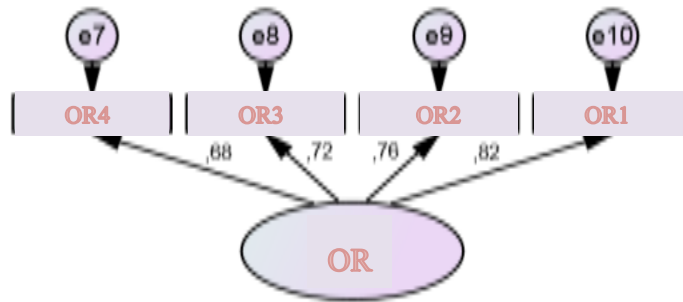


Figure 5.6. Schematic presentation of Openness and Respect factor

Table 5.8 the standardized regression weights for the indicators included in the OR factor. It can be seen that are all significantly different from zero and range between .68 and .82, above the recommended threshold level of .50 (Hair, Anderson et al., 2006). In addition to this, all of the goodness-of-fit indices are also above the recommended cut-off values. The alpha coefficient, extracted value for the construct which was .83, is considered acceptable as it is greater than .70. All indicator measures evidence high loadings, thus indicating uni-dimensionality and internal consistency for the scale (Hair, Anderson et al. 2006; Tabachnick and Fidell 2007).

Table 5.8. Openness and Respect standardized regression weights

<i>Observed variable</i>	<i>Factor Loadings</i>	<i>Reliability</i>	<i>Variance Explained</i>
Having a Center of halal certification (OR1)	.82	.83	11.15%
Having good airline connections (OR2)	.76		
Respecting religious freedom (OR3)	.72		
Being an open country (OR4)	.68		

Source: Developed for this research

Summarizing all the motivation factors (pull and push indicators), it can be concluded that from the 23 original indicators, we factorize these into 5 exogenous latent factors using 21 indicators. There is only a factor composed by the Spanish football teams Real Madrid and Barcelona, that is finally discarded from the whole model due to the low value of measure of sampling adequacy test KMO. The five remaining factors with 21

items revealed that the overall value of the Kaiser-Meyer-Olkin measure of sampling adequacy test (KMO) was acceptable at the significance level of .000 in Bartlett's Test of Sphericity, and the reliability statistics for the five factors ranged from .83 to .97.

5.4.3. *The handicap or barrier factors*

This section describes the development of a measure representing the third endogenous latent factor in this study named handicap or barrier factors. Handicap or barrier factors include 13 different indicators, and it was initially modelled by EFA that resulted into three different exogenous latent factors. The factors are named as follows: (1) no code dress (NCD); (2) no Halal establishment (NHE); and (3) forbidden behaviours (FB). As a result of the factor analysis, three indicators were finally deleted. Two factors with the remaining 10 indicators are finally kept into the final model. The overall value of the Kaiser-Meyer-Olkin measure of sampling adequacy test (KMO) was .86 at the significance level of .000 in Bartlett's Test of Sphericity, and the approximate Chi-square of 1010.71 with 78 df with significance .000 is obtained. The factor FB is deleted because of the value of the alpha coefficient, 0.53, which is considered unacceptable for being less than .70. The reliability statistics for the remaining two factors, NCD and NHE, ranged from .78 to .85 (Table 5.9), and the ten indicators associated to them are retained for the final version of the model.

Table 5.9. Factor rotation of handicaps and barrier factors

<i>Reliability statistics</i>	<i>Factors</i>		
<i>Pull motivation factor</i>	<i>1</i>	<i>2</i>	<i>3</i>
Alfa Cronbach=.88	NCD	NHE	FB
Alpha of Cronbach/component	.85	.78	.53
The pools swimming and beaches are not segregated for men and women	.811		
The bathing suits are not appropriate	.801		
Top less is widespread in the pools and beaches	.765		

Working women do not wear the hijab	.671		
There is no call to praying (Azan)	.591		
Hotels do not have Halal certification		.816	
There are not many establishments of Halal food		.811	
The hotels do not provide direction of Qiblah		.638	
There are no places for praying (Masjid)		.627	
There are no adequate bathroom facilities		.492	
The people do not respect the way of being a Muslim			.832
There is not much control of prostitution			.566
Alcohol permissiveness			.381

Source: Developed for this research

No Code Dress (NCD)

This section describes the development of a measure representing the first factor of the handicap and barrier constructs, named, in this study, no code dress (NCD), which exhibits good psychometric properties. Each item-per measure has a non zero loading on the no code dress (NCD) factor, which contains five items, with an eigenvalue of 5.30, and explains 40.74% of the variance in the data. The five items are: (1) “The pools swimming and beaches are not segregated for men and women”; (2) “The bathing suits are not appropriate”; (3) “Top less is widespread in the pools and beaches”; (4) “The working women do not wear the hijab”; and (5) “There is no call to praying (Azan)”. No code dress (NCD) is presented schematically in Figure 5.7.

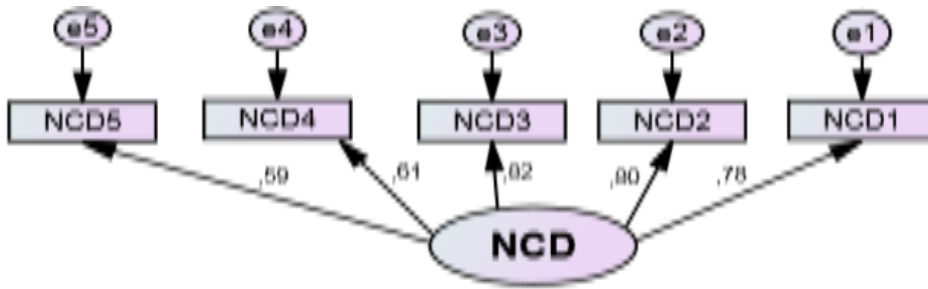


Figure 5.7. Schematic Presentation of No Code Dress factor

The standardized regression weights are also investigated. As it can be seen in Table 5.10, all the results for the standardized regression weights are significantly different from zero and above the .50 threshold level for acceptability (Hair, Anderson et al. 2006).

Table 5.10. No Code Dress standardized regression weights

<i>Observed variable</i>	<i>Factor Loadings</i>	<i>Reliability</i>	<i>Variance Explained</i>
The pools swimming and beaches are not segregated for men and women (NCD1)	.78	.85	40.74%
The bathing suits are not appropriate (NCD2)	.80		
Top less is widespread in the pools and beaches (NCD3)	.82		
Working women do not wear the hijab (NCD4)	.61		
There is no call to praying (Azan) (NCD5)	.59		

Source: Developed for this research

No Halal establishment (NHE)

This section describes the second handicap or barrier factor, named in this study, no Halal establishment (NHE), which also exhibits good psychometric properties. The construct no Halal establishment (NHE) contains five observed variables that were drawn from the literature. Our analysis concludes that all the initial variables can be

kept for this factor, with an eigenvalue of 1.58, and 10.27% of the total variance was explained. The five items are: (1) “Hotels do not have Halal certification”; (2) “There are not many establishments of Halal food”; (3) “The hotels do not provide direction of Qiblah”; (4) “There are no places for praying (Masjid)”; and (5) “There are no adequate bathroom facilities”. Kaiser-Meyer-Olkin measure of sampling adequacy test (KMO) was .86 at the significance level of .000 in Bartlett’s Test of Sphericity. Thus, all items were retained for the final version of the model. Alpha was calculated to be .84, and as it is greater than .70, it is considered acceptable. No Halal establishment is presented schematically in Figure 5.8.

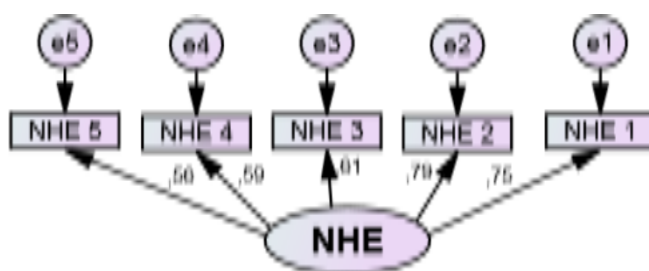


Figure 5.8. Schematic Presentation of No Halal Establishments factor

Table 5.11. No Halal Establishment standardized regression weights

<i>Observed variable</i>	<i>Factor Loadings</i>	<i>Reliability</i>	<i>Variance Explained</i>
Hotels do not have Halal certification (NHE1)	.75	.84	10.33%
There are not many establishments of Halal food (NHE2)	.79		
The hotels do not provide direction of Qiblah (NHE3)	.61		
There are no places for praying (Masjid) (NHE4)	.59		
There are no adequate bathroom facilities (NHE5)	.56		

Source: Developed for this research

The standardized regression weights are also investigated.

Table 5.11 shows the standardized regression weight results, and it can be seen that all items are statistically significant and different from zero and above the .50 threshold level for acceptability (Hair, Anderson et al. 2006).

Forbidden behaviours (FB)

This section describes the analysis of a measure that represents a third handicap factor, named in this study, forbidden behavior (FB), which exhibits very poor psychometric properties and it is finally dropped from the final model. The construct forbidden behavior (FB) is initially developed through three observed variables that were drawn from the literature. Figure 5.9 shows schematically the construct FB.

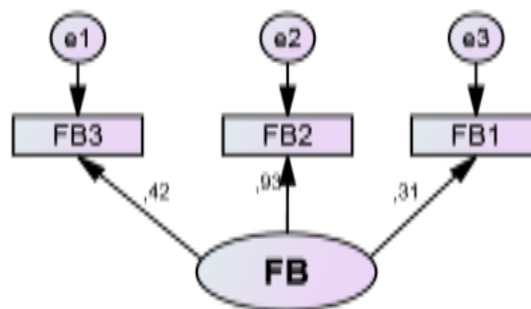


Figure 5.9. Schematic Presentation of Forbidden Behaviour Construct

Table 5.12 shows the standardized regression weights of the indicators included in this factor, and it can be seen that not all the coefficients are above the .50 threshold level for acceptability (Hair, Anderson et al. 2006). Thus, due to low reliability statistics of Cronbach Alpha .53 and the low loading values for two indicators, .31 and .42, this factor is finally omitted from the final model.

All handicap factors or barriers were measured using 13 items. The factor analysis resulted in two factors. As a result of the factor analysis, the factor (FB), composed of three indicators, was finally deleted from the final model due to its low reliability value. Nevertheless, two remaining factors, composed of 10 indicators, are kept for the final model and for further exploration.

Table 5.12. Forbidden Behaviour standardized regression weights

<i>Observed variable</i>	<i>Factor Loadings</i>	<i>Reliability</i>	<i>Variance Explained</i>
The people do not respect the way of being a Muslim (FB1)	.31	.53	7.91%
There is not much control of prostitution (FB2)	.93		
Alcohol permissiveness (FB3)	.42		

Source: Developed for this research

5.5. Confirmatory factor analysis (CFA) for endogenous constructs

As recommended by Jöreskog (1993), Castaneda (1993), Anderson and Gerbing (1988), a two-step structural equation modelling procedure was employed in this study for estimating parameters: a measurement model followed by a structural model. The measurement model is a confirmatory factor analysis (CFA). The CFA was performed to evaluate the models that were developed in the EFA step and the partial CFAs obtained for the exogenous latent constructs. Once the model construct parameters are obtained, the next step is to test how well the data fit the entire model. If the fit is good, then the specified model is supported by the sample data whilst whereas if the fit is poor, the model then needs to be re-specified to achieve a better fit. Two procedures were used to test the fitness of the model: the fit of individual parameters and the fit of the entire model. To test the fitness of the individual parameters, two steps are utilised.

The first step is to determine the feasibility of their estimates values. The assessment focused on whether their estimates values are within the admissible range or not. These include the analysis of negative variance, correlation exceeding one, and non-positive definite correlation matrix (Byrne, 2001).

The second step is to test their statistical significances. The parameters are considered statistically significant when their t-values are not in the range (-1.96, 1.96) for a significance level of $P < 0.05$. Therefore, non-significant parameters should be deleted from the model (Holmes-Smith, 2001).

Once the analysis of the individual parameters has been done, the second procedure in evaluating the fitness of the model is to assess the fitness of the entire model. The AMOS program provides a number of fit indices.

However, this study uses the following major indices as recommended by Byrne (1998). These were the Chi-square (χ^2) test, the Normed chi-Square (χ^2/df), Goodness-of-Fit index (GFI), comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA). If the fit of the hypothesized model is less than satisfactory, then the model can be modified to improve its fit. There are two ways to improve the fit of the model. One is to delete the parameters that are not significant. However, this approach is not always a valid direction if the dropped indicators are important in the theory and they should remain in the model (Schumacker & Lomax, 2004). The second way is to include some additional parameters that incorporate any other constraint in the model that has not been previously contemplated.

The AMOS program provides a valid technique to modify the model and to test whether this modified model is more or less satisfactory: the modification index (MI). The MI indicates the expected drop in overall χ^2 values if each fixed parameter was to be freely estimated in a subsequent run.

Table 5.13. Summary of Statistical Measures and the Acceptable Ranges for Different Fit Measures

<i>Fit measures</i>	<i>Statistical measures</i>	<i>Acceptable range</i>
Absolute Fit measures	Normed chi-square (χ^2/df)	Recommended level is between 1.0 and 2.0.
	Goodness-of-fit index (GFI)	Range from 0 (poor fit) to 1.0 (perfect fit). Higher values indicate better fit. A marginal acceptance level is 0.90.
	Root-mean-square error of approximation (RMSEA)	Values between 0.05 and 0.08 are acceptable.
Incremental fit measures	Tucker-Lewis index (TLI)	Should exceed the minimum level of 0.90.

Source Hair et al (1998)

Larger MI for a particular fixed parameter would suggest that a better model fit can be obtained by allowing this parameter to be free. Table 5.13 provides a summary of this applied section.

The purpose of this section is to provide more understanding between all the exogenous latent factors analyzed above, the pull motivation factors, named historic heritage (HH), tourist attraction (TA), and sun & beach (SB), together with two latent push motivation factors, named relation and proximity (RP) and openness and respect (OR), and two additional latent handicaps factors, named no code dress (NCD) and no Halal establishment (NHE), with one endogenous latent construct named Spanish Halal Competitiveness (SHC). The aim of the measurement model is to specify the relationships between observed variables, exogenous and endogenous latent variables. Further, the structural model specifies the relationships among latent variables, specifying which latent variables directly or indirectly influence changes in the values of other latent variables in the model (Schumacker and Lomax, 2004).

5.5.1. *CFA of the Pull Motivation Factor*

The pull motivation factor encapsulates all the motives aroused by the destination rather than emerging exclusively from the travelers themselves. Motivation factors include tangible and intangible cues for a specific destination that pull people to realize the needs of particular travel experiences, such as natural and historic attractions, food, people, recreation facilities, and marketed image of the destination (Uysal & Hagan, 1993).

The push motivations have been thought useful for explaining the desire to go on a vacation while pull motivations have been thought useful for explaining the choice of destination. For example, Dann (1977) states: while a specific resort may hold a number of attractions for the potential tourist and his actual decision to visit such a destination is depending on his prior need for travel. An examination of "push" factors is thus logically, and often temporally antecedent to that of pull factors.

According to Kozak (2001), an empirical examination of tourist motivations should be undertaken because it helps identify the attributes that are to be promoted to match tourist motivations, or to identify markets in which destination features and resources match tourist motivation. Tourism is one of the fastest growing sectors in the economy, and that has prompted researchers to explore the motivations of travel.

Our first model extends the EFA and the partial CFAs seen above analyzing the pull motivation factors, including all the latent constructs more directly related to this concept, historic heritage (HH), tourist attractions (TA) and sun and beach (SB). Figure 5.10 Figure 3.1. presents this model schematically. The underlined priori hypotheses about this model are as follows: (1) Pull motivation factors (PULL) can be explained by three factors: HH, TA and SB.; (2) Each item-per measure has a non-zero loading on the PULL factors (named target loading), and a zero loading on all other factors (termed non-target loadings); and (3) Measurement errors are uncorrelated.

The CFA, using the AMOS program, focused on these three latent variables determining the fit of the indicators between historic heritage, tourist attraction and sun and beach. Therefore, in this study, any observed variables where the squared factor loadings are less than .50 should be deleted from the model.

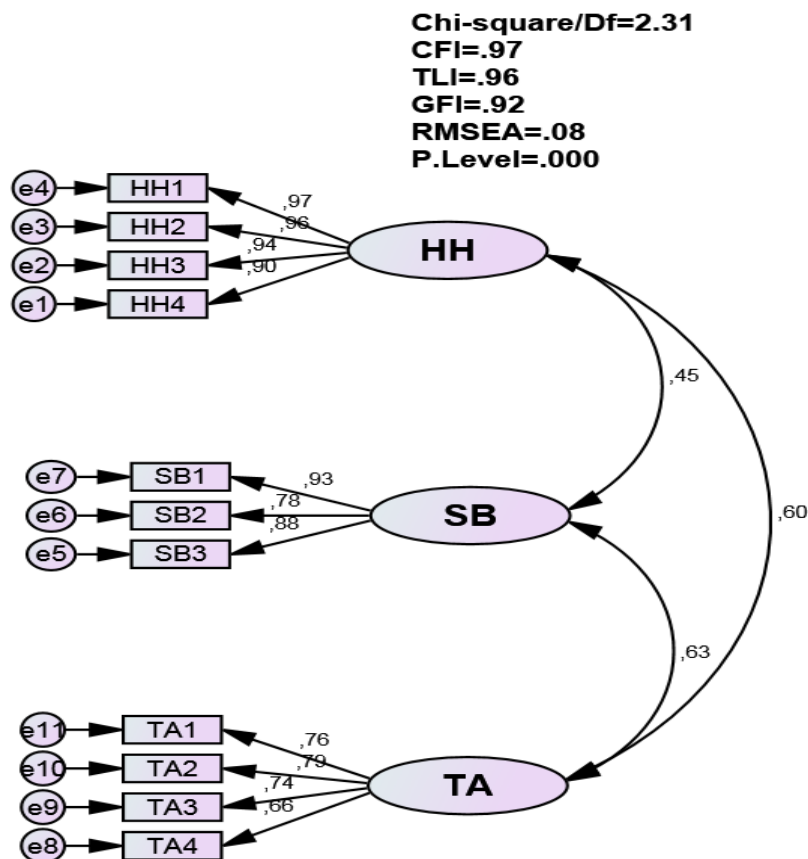


Figure 5.10. Schematic Presentation of the Pull Factor

All indicator measures evidenced high loadings thus indicating uni-dimensionality and internal consistency for the scale (Hair, Anderson et al. 2006; Tabachnick and Fidell

2007). Analyzing the discriminant validity, it was confirmed that there are three latent constructs in the pull motivation factors research model.

The results of the theoretical PULL model indicated that the chi-square of 94.836 with 41 degree of freedom was statistically significant at probability level **.000**, indicating an appropriate fit. The results yielded a good fit between the model and the data. The other fit statistics also pointed out about the adequacy of the model. An evaluation of the goodness-of-fit indices for this structural model produced a model with GFI values of .92, and the rest of the coefficients, RMSEA at .08, CFI at .97, TLI at .96 and Normed chi square at 2.31 at probability level .000, also confirm an adequate fit level (Table 5.14).

Table 5.14. Goodness-of-fit indices for pull motivation factors model

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	94.836		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	2.31	<3.0	good
Goodness of Fit Index	GFI	.92	$\geq .90$	good
Tucker Lewis Index	TLI	.96	$\geq .90$	good
Comparative Fit Index	CFI	.97	$\geq .90$	good
Root Mean Square Error Approximation	RMSEA	.08	$\leq .08$	good

Source: Developed for this research

5.5.2. CFA of the Push Motivation factors

Push motivation factors are usually regarded as the desire for escaping, novelty seeking, adventure seeking, dream fulfilment, rest and relaxation, health and fitness, prestige, and socialization. Most push factors are related to socio-psychological motives, and have their origin on intangible or intrinsic desires of human beings (Uysal & Jurowski, 1993; Chon, 1989).

This section describes the development of the measure that represents the push motivation factors. Our model assumes that push motivations are based on a two factor

structure, openness and respect (OR) and relations and proximity (RP). Figure 5.11 presents the model schematically. The same hypotheses as before are made. The CFA, using the AMOS program, serves to determine the fit of the model. As above, all the important parameters to test the goodness-of-fit for the push motivation factors are analyzed. It can be seen, that some of them failed to meet the required levels for the goodness-of-fit indices, and therefore the fit is not as good as in the case of the pull factors. The market segmentation supported by the different travel preferences might be the cause that explains in part this lack of adequacy.

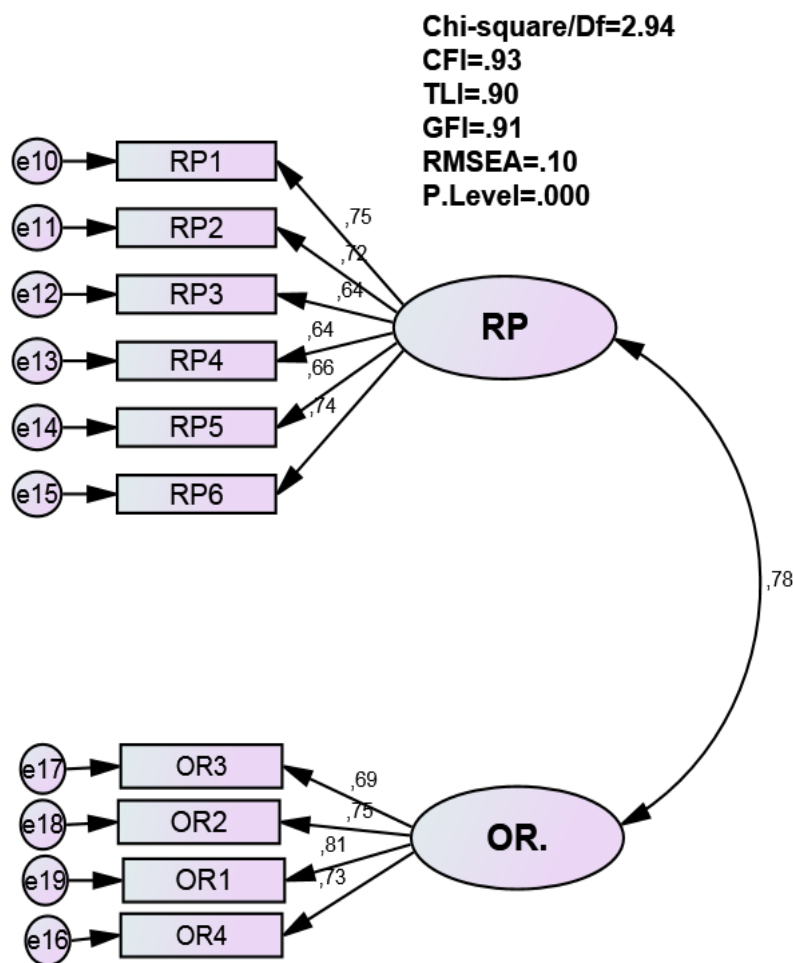


Figure 5.11. Schematic Presentation of the Push factors model

The results yielded a moderate lack of fit between the model and the data. The chi-square of 100.025 with 34 degree of freedom was statistically significant at $p < 0.05$. The other fit statistics indicated that the model was not acceptable ($\chi^2/df = 2.94$; $GFI = .91$; $CFI = .93$; $TLI = .90$ and $RMSEA = .10$). Table 5.15 shows that the root-mean-square error

of approximation (RMSEA) is not totally acceptable, so the model needs to be modified.

Table 5.15. Goodness-of-fit indices for push motivation factors model

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	100.025		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	2.94	<3.0	satisfactory
Goodness of Fit Index	GFI	.91	$\geq .90$	good
Tucker Lewis Index	TLI	.90	$\geq .90$	good
Comparative Fit Index	CFI	.93	$\geq .90$	good
Root Mean Square Error Approximation	RMSEA	.10	$\leq .08$	Poor

Source: Developed for this research

The first modified push motivation factors model was developed by allowing the error terms to be correlated between item 1 and item 2 of RP factor, and between item 1 and item 2 of OR factor. This modification index also indicated that a correlation of the error terms, would also significantly improve the model fit. By looking at Item 1 and item 2 of RP factor the two observed variables are related to the same construct, the same between item 1 and item 2 of OR factor. Therefore, allowing their error terms to be correlated seems to be statistically acceptable and conceptually meaningful. Figure 5.12 presents this model schematically.

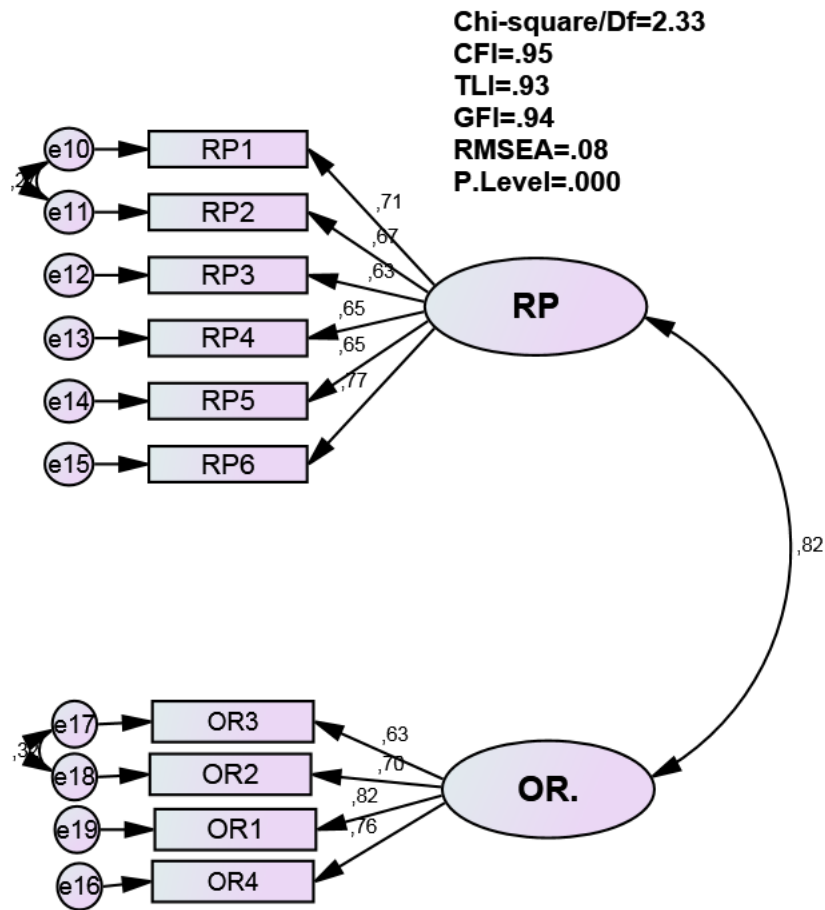


Figure 5.12. Schematic Presentation of the modified push factors model

The results of the theoretical first modified Push factors model indicated that the chi-square of 74.649 with 32 degree of freedom was statistically significant at probability level .00, showing an appropriate fit. The results yielded a good fit between the model and the data. The other fit statistics indicated that the model was also acceptable. An evaluation of the goodness-of-fit indices for this structural model now produced acceptable values (Table 5.16).

Table 5.16. Goodness-of-fit indices for the modified push motivation factors model

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	74.649		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	2.33	<3.0	good

Factor Analysis

Goodness of Fit Index	GFI	.94	$\geq .90$	good
Tucker Lewis Index	TLI	.93	$\geq .90$	good
Comparative Fit Index	CFI	.95	$\geq .90$	good
Root Mean Square Error Approximation	RMSEA	.08	$\leq .08$	good

Source: Developed for this research

5.5.3. CFA handicap or barriers factors

Backman and Crompton (1989) define constraints as “those barriers or blockages that inhibit continued use of a recreation service” (p.89). In the case under analysis, there are a number of barriers that can exist, which can have their origin in religion, culture, and personal behaviour, that might inhibit Spain from being a competitive Halal destination. Halal tourism is a Muslims tourism activity that is originated from Islamic motivations and realized according to Shariah principles (Duman 2011).

This section describes the development of a model that represents handicap and barrier factors. As said, in the previous chapter, the handicap or barrier factors initially consist of thirteen observed variables that were drawn from the literature. Figure 13 shows our final model that is based on two latent factor structure, named no Halal establishment (NHE) and no code dress (NCD). For the sake of exposition, from now on, models with inadequate goodness-of-fit are omitted from the presentation. The final model was developed by allowing the error terms to be correlated between the two first indicators of NHE factor, and between the fourth and fifth indicators of NCD factor. As the correlation patterns have been established in congeneric factor indicators, the new structure seems to be statistically acceptable and conceptually meaningful.

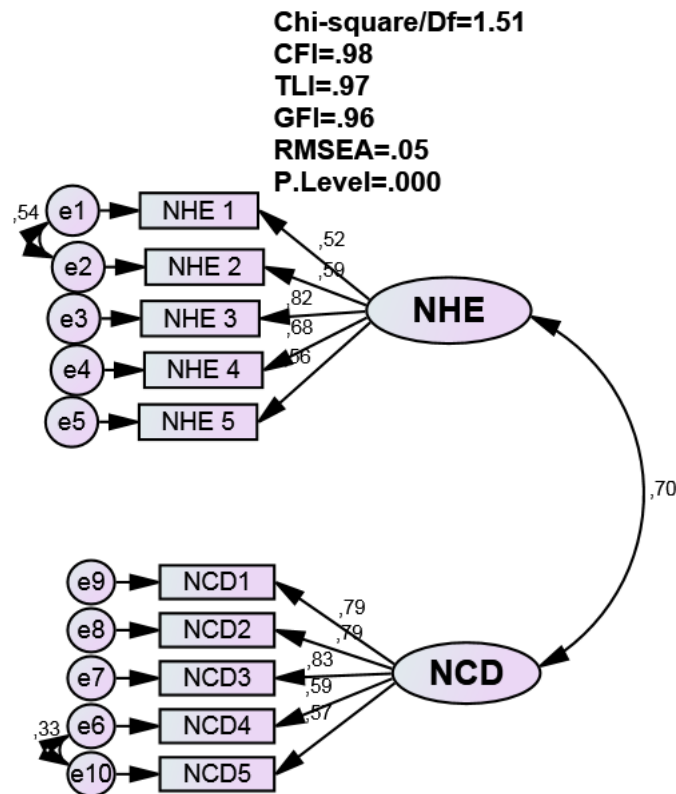


Figure 5.13. Schematic Presentation of the Handicap and Barrier factors model

Table 5.17. Goodness-of-fit indices for handicap and barrier factors model

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	48.847		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	1.51	<3.0	good
Goodness of Fit Index	GFI	.96	$\geq .90$	good
Tucker Lewis Index	TLI	.97	$\geq .90$	good
Comparative Fit Index	CFI	.98	$\geq .90$	good
Root Mean Square Error Approximation	RMSEA	.05	$\leq .08$	good

Source: Developed for this research

The results of the final handicap and barrier factors model indicated that the chi-square of 48.547 with 32 degree of freedom was statistically significant at probability level .000, showing an appropriate fit. The results produced a good fit between the model and the data. The other fit statistics indicated that the model was also acceptable (Table 5.17).

5.6. CFA. Relationship between pull motivation factors and Spanish Halal competitiveness (SHC)

Several research studies on attitudes and consumer behaviours have shown the deep the relationship between motivation and behavioural intention. However, few researchers provide comprehensive insight into this relationship in the travel context. (Huang & Hsu, 2009; Nyaupane et al., 2010). Ajzen (1991) claim that the intention captures the motivational factors that influence behaviour and determines how hard people are willing to try or how much effort they use with regard to a certain behaviour. The aim of the current analysis is to identify which factor can affect the relationship between pull motivation factors and intention to travel that definitively will affect the Spanish Halal Competitiveness.

Pull motivation factors (PULL) as the latent endogenous factors can affect the intention to travel to Spain for Halal Tourism, which inexorably has a determinant effect over the competitiveness of Spain in this new market segment. The Spanish Halal competitiveness is also measured by two indicators obtained in the questionnaire that measure this competitiveness in two periods of reference -five and fifteen years. Each model has been tested in CFA by using multi-group analysis procedure in which the data is split into two groups: people who think that Halal tourism will experience a great development in five years and those who think that Halal tourism will experience a good development in fifteen years. The two group models (development in five and fifteen years) are compared to each other to find out the differences in the causal structure, and therefore identify which factor affects more or less the Spanish Halal competitiveness over other factors in the horizon of five and fifteen years.

The first step in testing the invariance across the two groups of interest requires the same number of factors and the factor-loading pattern to be the same across groups. Thus, no equality constraints are forced on any of the parameters (Byrne, 2010). Thus, the same parameters that were estimated in the baseline model for each group separately

are once more estimated in this multi-group model. In essence, then, the model can be considered as being tested here as a multi-group representation of the baseline models. Accordingly, it incorporates the baseline models of Halal tourism development for five and fifteen years horizons within the same file. This model is commonly termed as the configurable model (Byrne 2010, and Hair et al., 2006).

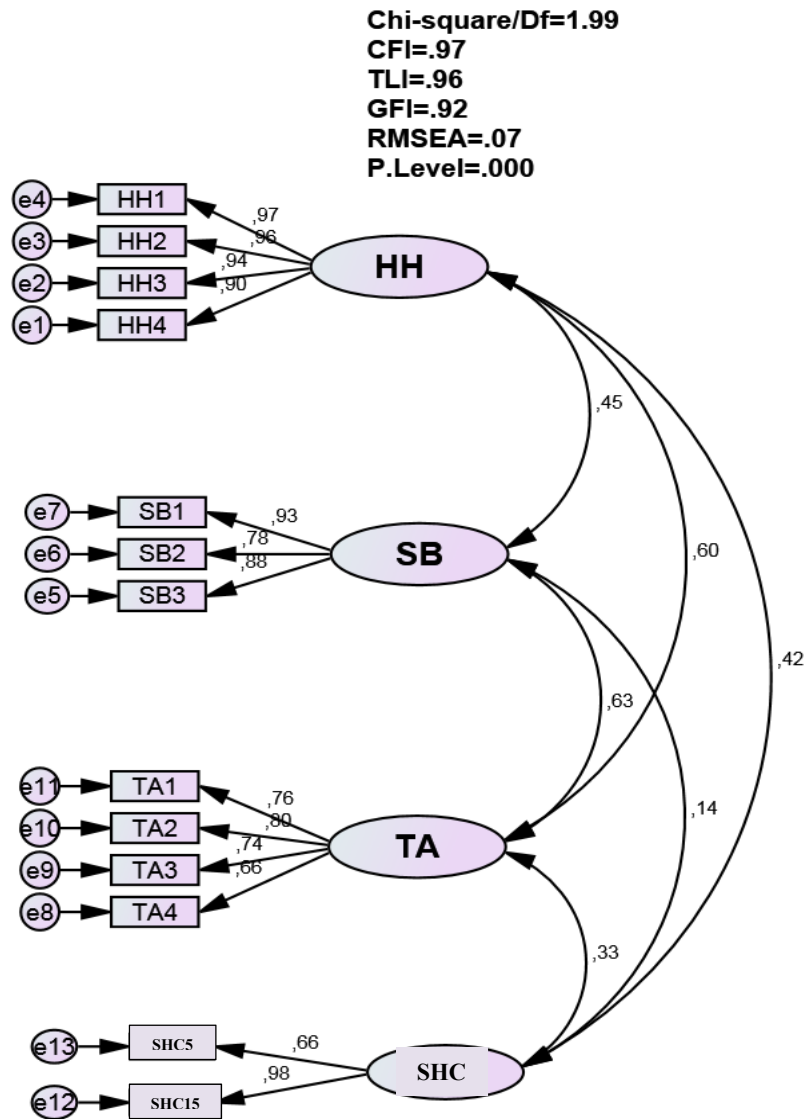


Figure 5.14. Schematic Presentation of the relationship between Pull Factors and Spanish Halal Competitiveness

Figure 5.14 shows that all the factors are significantly interrelated (estimated correlations ranging from .14 to .63). Due to the low inter-correlation test between SB and SHC, 0.14, when 0.30 or greater is recommended, SB is the second factor that will

be deleted from the final model that analyse the relationship between the pull factors and SHC.

In this model, Table 5.18 shows the coefficients of the conventional goodness-of-fit indices. It can be seen that the model first the data adequately. We can conclude with this model that the pull motivation factors expressed by the historical heritage and other tourist attractions have a positive effect on the competitiveness of the Spanish Halal Tourism.

Table 5.18. Goodness-of-fit indices for the relationship between pull motivation factors and Spanish Halal competitiveness

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	276.242		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	1.72	<3.0	good
Goodness of Fit Index	GFI	.88	$\geq .90$	satisfactor y
Tucker Lewis Index	TLI	.95	$\geq .90$	good
Comparative Fit Index	CFI	.96	$\geq .90$	good
Root Mean Square Error Approximation	RMSEA	.06	$\leq .08$	good

Source: Developed for this research

5.7. CFA. Relationship between push motivation factors and Spanish Halal competitiveness

The aim of the current analysis is to identify which factor affects the relationship between push motivation factors and the Spanish Halal competitiveness. Push motivation can be seen as a latent construct (measured by two factors). Similarly to the previous section, the relationship between these factors will be done with the Spanish Halal competitiveness, which is measured by two indicators that proxied the competitiveness in two different horizons, 5 and 15 years.

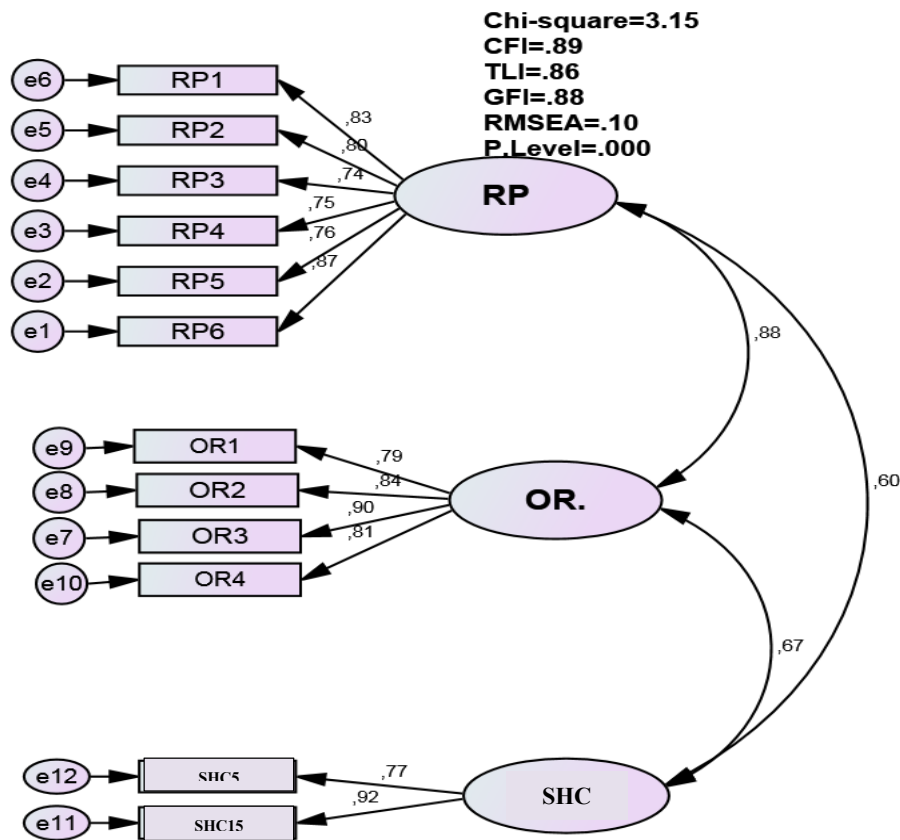


Figure 5.15. Schematic Presentation of the parsimonious relationship between Push Factors and Spanish Halal Competitiveness

Figure 5.15 shows that all the factors are significantly interrelated (estimated correlations range from .60 to .88).

However, the results of this parsimonious initial measurement model did not fit the data well. The conventional goodness-of-fit coefficients can be consulted in Table 5.19, where some indices are out of the range of recommended values which indicates that the model is not acceptable.

This parsimonious model is modified by allowing the error terms to be correlated between item1 and item 2, and between item 2 and item 3 of RP factor and between item 1 and item 2 of OR factor. The results yielded a new error correlations between errors of both RP and OR factors by allowing the error terms to be correlated between item 2 of OR factor and item 5 of RP factor and between item 3 of OR factor and item 6 of RP factor. By looking at item 1, item 2 and item 3 of RP factor and item 5 and item 6 of OR factor the five observed variables are related to the same section of questions that

measure the push factors in the questionnaire. Therefore, allowing their error terms to be correlated seems to be statistically acceptable and conceptually meaningful.

Table 5.19. Goodness-of-fit indices for the parsimonious relationship between push motivation factors and Spanish Halal competitiveness

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	170.155		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	3.15	<3.0	poor
Goodness of Fit Index	GFI	.88	$\geq .90$	satisfactory
Tucker Lewis Index	TLI	.86	$\geq .90$	satisfactory
Comparative Fit Index	CFI	.89	$\geq .90$	satisfactory
Root Mean Square Error Approximation	RMSEA	.10	$\leq .08$	poor

Source: Developed for this research

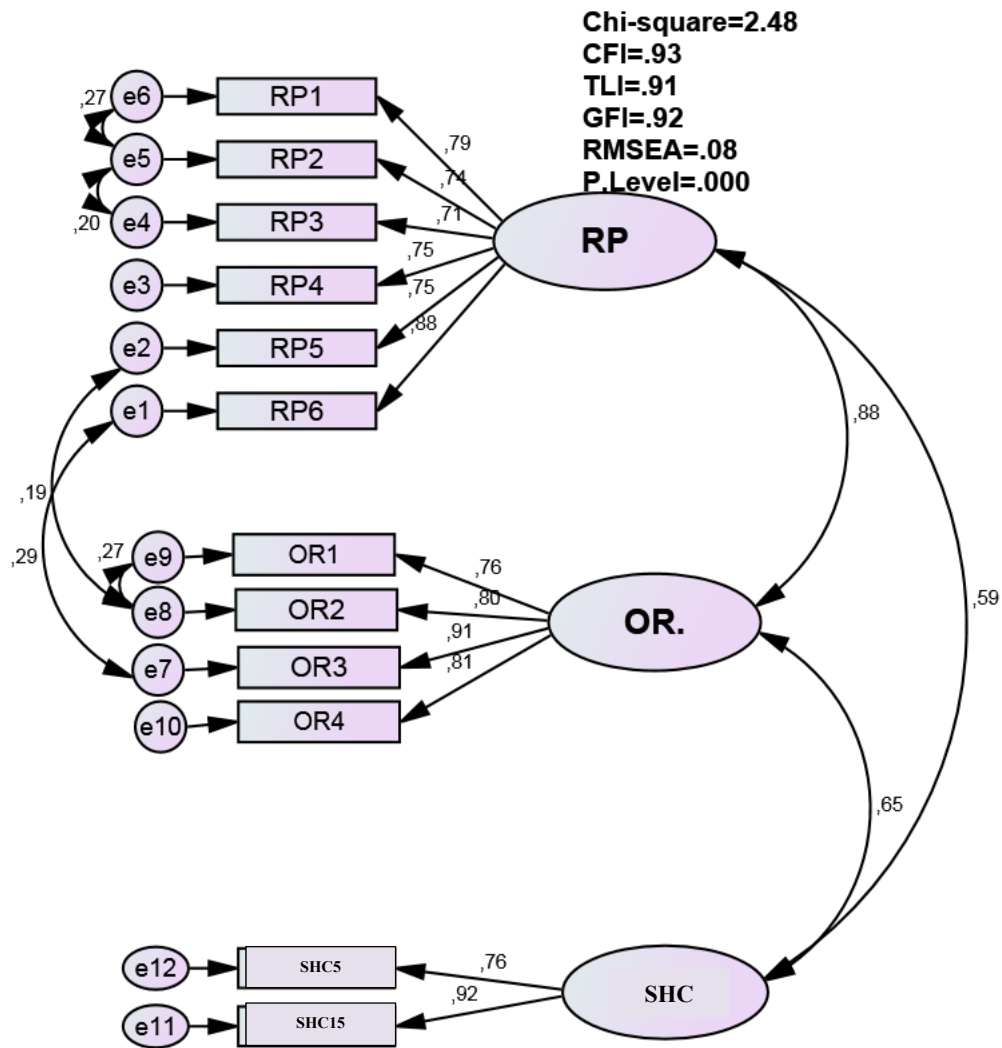


Figure 5.16. Schematic Presentation of the first modified relationship between Push Factors and Spanish Halal Competitiveness

Figure 5.16 shows that all the factors are significantly interrelated (estimated correlations range from .59 to .88). Now, the results of this modified measurement model fits the data well. The conventional goodness-of-fit coefficients can be consulted in Table 5.20, where all the indices are within the range of recommended values which indicates that the model is now acceptable.

Table 5.20. Goodness-of-fit indices for the first modified relationship between push motivation factors and Spanish Halal competitiveness

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	121.524		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	2.48	<3.0	good
Goodness of Fit Index	GFI	.92	$\geq .90$	good
Tucker Lewis Index	TLI	.91	$\geq .90$	good
Comparative Fit Index	CFI	.93	$\geq .90$	good
Root Mean Square Error Approximation	RMSEA	.08	$\leq .08$	good

Source: Developed for this research

5.8. CFA. Relationship between all motivation factors (*PULL&PUSH*) and Spanish Halal Competitiveness

This section extends the two previous sections including a less parsimonious model including all the motivation factors in the model. Figure 5.17 shows that all the factors are significantly interrelated after deleting SB from the motivation factors model (estimated correlations range from .36 to .77).

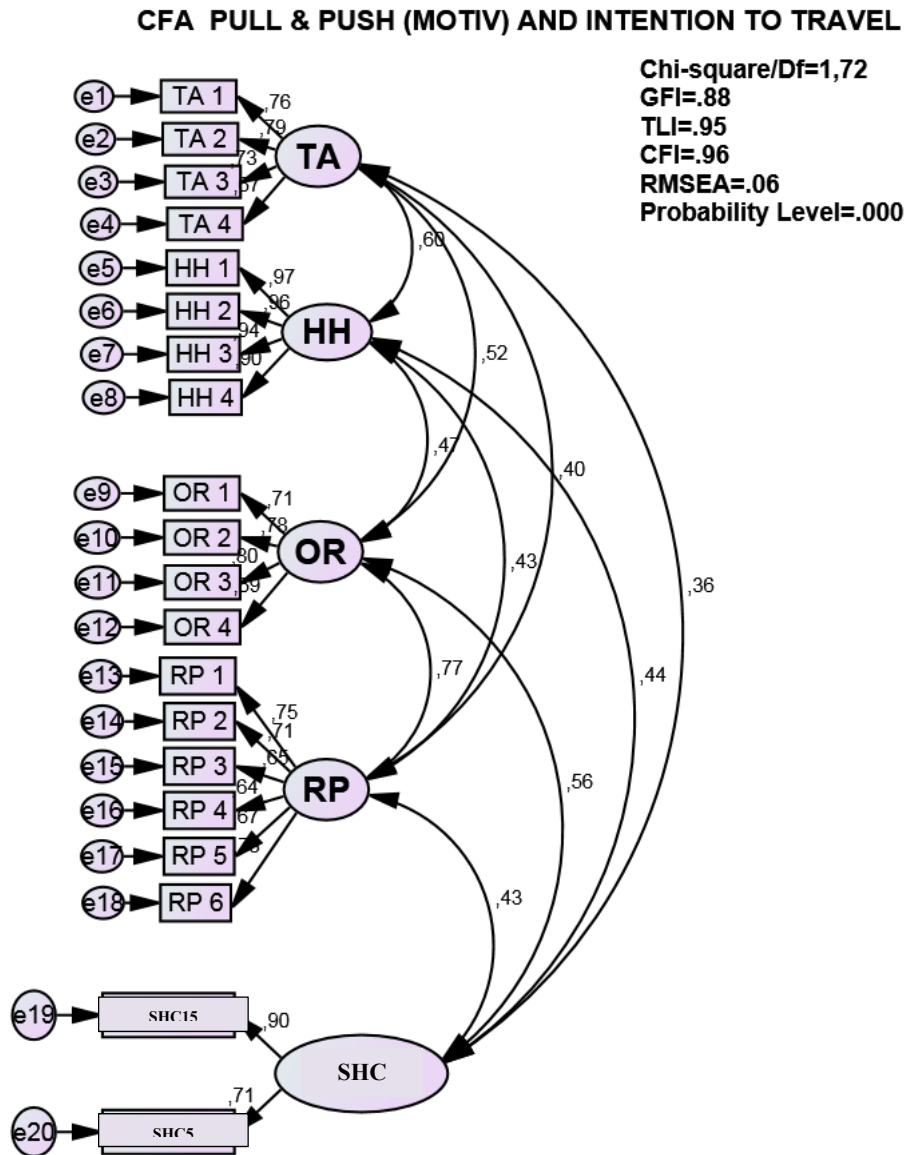


Figure 5.17. Schematic Presentation of the relationship between Motivation Factors and Spanish Halal Competitiveness

In this model, χ^2 value is 276.242 , Normed $\chi^2 = 1.72$, GFI=0.88, CFI=0.96, TLI=0.95, and RMSEA=0.06. Table 5.21 shows the conventional goodness-of-fit coefficients, and it can be seen that all the indices are within the range of recommended values which indicates that the fit of the model is acceptable.

Table 5.21. Goodness-of-fit indices for the relationship between motivation factors and Spanish Halal competitiveness

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	276.242		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	1.73	<3.0	good
Goodness of Fit Index	GFI	.88	$\geq .90$	satisfactory
Tucker Lewis Index	TLI	.95	$\geq .90$	good
Comparative Fit Index	CFI	.96	$\geq .90$	good
Root Mean Square Error Approximation	RMSEA	.06	$\leq .08$	good

Source: Developed for this research

It can be concluded that the motivation factors PULL&PUSH (MOTIV) have a positive direct effect on the Spanish Halal competitiveness.

5.9. CFA. Relationship between handicap factors and Spanish Halal competitiveness

The relationship between the handicap and barrier factors as a latent endogenous construct (measured by two factors) and the Spanish Halal competitiveness is now analyzed in this section. The models introduced in previous sections are again applied in this section so we omit the details of them. Figure 5.18 shows the schematic presentation of the model. It is confirmed that the two components of handicap factors are significantly correlated (estimated correlation .81). However, the effects of the handicap factors on the Spanish Halal competitiveness are counterintuitive and not significant (the estimated correlations are positive and small in the range between .01 and .09).

This model also presents what is known in the literature of CFA as a problem of Heywood cases (Brown, 2003). A standardized estimate parameter is greater than 1. There is not a single reason for negative error variances or standardized parameter estimations that exceeds **[1.0]**. Among these reasons are outliers (Bollen 1987), under

identification (Van Driel, 1978; and Boomsma and Hoogland, 2001), miss-specified models (Van Driel, 1978; Dillon et al., 1987; Sato, 1987, Bollen, 1989; Byrne, 2010) or sampling problems (Van Driel, 1978; Boomsma, 1983; and Anderson and Gerbing, 1984). A miss-specified model is probably the cause of this estimate parameter.

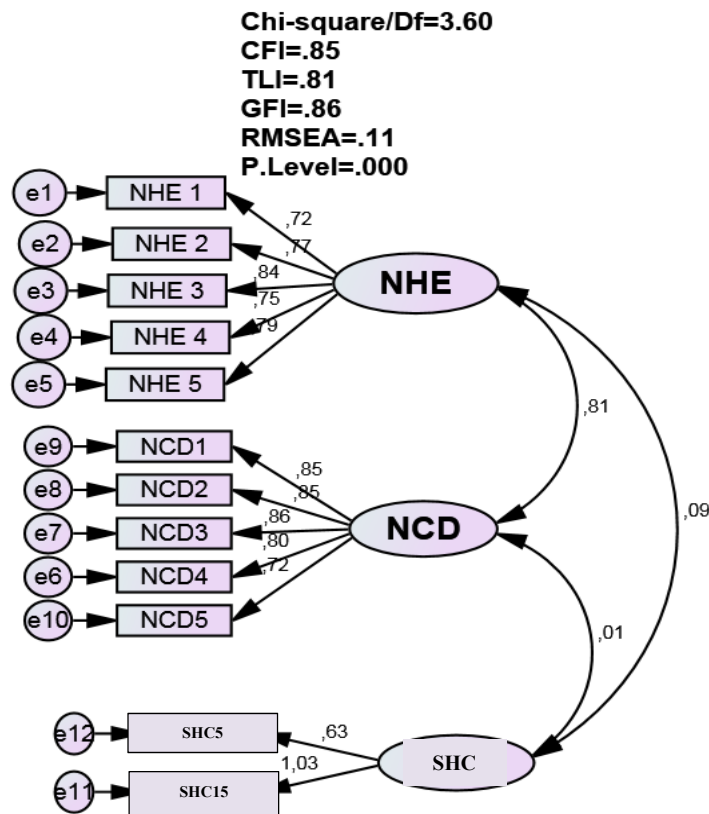


Figure 5.18. Schematic Presentation of the relationship between Handicap Factors and Spanish Halal Competitiveness

This model presents some inadequacy problems. Table 5.22 shows the conventional goodness-of-fit coefficients, χ^2 value is 196.06, Normed $\chi^2 = 3.6$, GFI=0.86, CFI=0.81, TLI=0.85, and RMSEA=0.11- It can be seen that all the indices are outside the range of recommended values which indicates that the fit of the model is unacceptable. There was a search to modify this model, but no attempt was entirely satisfactory. For this reason, it was concluded that the handicap or barrier factors might not affect the Spanish Halal competitiveness.

Table 5.22. Goodness-of-fit indices for the relationship between motivation factors and Spanish Halal competitiveness

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	194.068		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	3.60	<3.0	poor
Goodness of Fit Index	GFI	.86	$\geq .90$	poor
Tucker Lewis Index	TLI	.81	$\geq .90$	poor
Comparative Fit Index	CFI	.85	$\geq .90$	poor
Root Mean Square Error Approximation	RMSEA	.11	$\leq .08$	poor

Source: Developed for this research

5.10. Conclusions

The aim of this chapter is to present some important findings based on CFA that by the nature of the model are mainly based on correlations, and as such direct causality cannot be easily inferred. Nevertheless, as the first approximation to analyse the potential competitiveness of Spain in the development of Halal Tourism, this research does not have any other type of studies that can be used to support or not our findings. To our surprise and contrary to some suggestions raised by experts when the questionnaire was developed, some factors are inevitably missed in the explanation of the Spanish Halal competitiveness. There is clear evidence that the indicators of the Spanish Football teams and the Forbidden Behaviour cannot be included in this concept.

Dun (2014) comments the two contrary forces that exist in Qatar where simultaneously tourist infrastructure development is promoted, but at the same time, alcohol sales in tourist locations are largely restricted. For the very first time, Qatar, an Islamic nation is going to host the FIFA World Cup in the year 2022, and FIFA requires alcohol availability during the matches, but this practice needs to be contextualized in Qatar, where the use of alcohol is a forbidden practice that has been highlighted by Qatar governmental alcohol policy. Qatari officials are ready to have different fans' zones that

keep alcohol and no-alcohol consumption areas free from interaction. However, this will create some tension in the use of public spaces and also in the stadiums during the FIFA World Cup celebration.

Spanish Football Teams are included, not only because as Dunning (2000: 141) argues, football is “the only global idiom apart from science”, but also because, Real Madrid and FC Barcelona are two mega players that have a significant role in football and its current commoditization. O’Brien (2013) contends that, ‘El Clásico’ has shifted from a quintessential parochial affair to a globalized mega spectacle. Globalization reaffirms the notion that the Bernabeu or Camp Nou are no longer stadiums tied to local or national fans, and have evolved into international sites of global fandom and football tourism, the new pilgrimage sacred places where fans get the baptism. Bale (1993) and Xifra (2008) highlights the sort of ‘religious’ relationship between fans and their club, with a special emphasis of the stadiums as a home with sentimental and historical significance. García (2011) analyses how, under the presidency of Florentino Pérez, every strategic decision including the recruitment of players with media appeal; the use of event planning, Internet, social media, promotional tours, and publications; and the display of Real Madrid’s own audiovisual media; has been taken following a public relations approach, and that this approach has proven to be successful.

Ginesta (2016) analyses the remodelling of Camp Nou and Bernabue as part of the strategy of both football teams where the stadiums are becoming essential in order to develop new products for not only fans and supporters but for the general visitors. The two teams are two important brands in the cities, and the two stadiums can nowadays be considered two significant tourist venues in the world. Real Madrid optimizes the glorious dimensions of its assets, as the best football team of the twentieth century according to the FIFA, idealizing and solidifying the Real Madrid legend. The organized Bernabeu tour, where fans can dream to be a star from Real Madrid, offers the club an opportunity to story-tell and dramatize the most important events of Real Madrid’s history. Indeed, the tour positions the Real Madrid stadium as one of the most visited attractions in Madrid. Ginesta (2016) concludes that stadia become city branding assets contributing to the positioning of the city in a global market of tourists and investors because of their double dimension: their architectonic attractiveness and their religious symbolism for fandom.

Similarly, to the Spanish football teams the forbidden behaviour and other handicap and barrier factors do not correlate with the Spanish Halal competitiveness. Three indicators are included in the forbidden behaviour factor: (1) The people do not respect the way of being a Muslim; (2) There is not much control of prostitution; and (3) Alcohol permissiveness. Alcohol permissiveness is a transversal indicator that has been analysed above. Zamani-Farahani & Musa (2012) explore the influence of Islamic religiosity on the perception of socio cultural impacts of tourism. The authors show that Islamic religiosity does not, in principle, play a role in instilling negative perceptions towards tourism development. Having in mind these results, it seems reasonable that Halal Tourism is not largely constrained by the local habits of the Spanish residents, as long as the culture, religion, and habits of Muslims are respected. Similarly, Battour et al. (2012) and Carboni et al. (2016) find that Halal Tourism can cohabit quite well with other tourist segments, so other countries can develop Halal Tourism following the Turkey model. Thus, Halal tourism should be considered as an additional product and not as the main tourist segment, when other well established and mature segments have first been developed like in Spain and other competitive countries.

A new quantitative method based on SEM will explore to what extent the handicap and barrier factors measured as NHE and NCD can have an impact in the development of Halal Tourism in Spain. Thus, a crucial aspect of the industry will be analysed to see if the special needs of Muslims as tourists can coexist with other tourist segments in Spain.

This chapter shows valuable insights for different stakeholders, like for example, policy planners, destination marketing officers, academics and tourist practitioners. It is one of the first attempts analysing the pull factors, the push factors and the handicap-barrier factors to counterbalance the retard that Spain experiences with respect to Halal Tourism. This analysis is quite relevant as considering the size of Halal tourism market, world Muslim population, Muslim tourists' expenditure, and the flow of Muslim visitors to other countries; a recognition of the importance of Halal tourism as well as the different factors affecting Muslim tourists and their decision making should enable different tourist stakeholders like hoteliers and other tourist organisations to develop adequate strategies and products that can help regions or countries in achieving a more competitive target (El-Gohary, 2016).

CHAPTER 6

STRUCTURAL EQUATION MODELLING

6. Introduction

Structural equation modelling (SEM) encompasses an entire family of models known by many names, among them covariance structure analysis, latent variable analysis and confirmatory factor analysis (Hair et al., 1998).

There are a number of popular latent variable software programs, like for example, LISREL, Mplus, AMOS, EQS or CALIS. AMOS is selected for this research not only for the popularity but also for the availability. One of the main advantages that AMOS presents is that the program contains a graphical interface that allows the researcher to implement the specification of a CFA and a SEM model by constructing a path diagram with a set of drawing tools. It has become evident that graphical interfaces are nowadays gaining popularity and acceptance in CFA and SEM software.

6.1. Structural Equation Modelling

SEM is adopted because it can simultaneously estimate multiple regression equations in a single framework. Moreover, the direct and indirect relationships in the model can be estimated simultaneously, and this method also allows the entire interrelationship among the variables to be evaluated in the same decision context. This method can “estimate many equations at once that can be interrelated, which means that the dependent variable in one equation can be an independent variable in other equation(s)” (Hair et al., 1998, p. 586). In simple terms, SEM estimates a series of separate, but interdependent, multiple regression equations simultaneously by specifying the structural model used by the statistical program. Therefore, some dependent variables in one part of the structure of the model become independent variables in subsequent relationships, giving rise to the interdependent nature of the structural model. In

addition, many of the same variables affect each of the dependent variables, but with differing effects. The structural model expresses the relationships among independent and dependent variables, even when a dependent variable becomes an independent variable in another relationship (Hair et al., 1998).

Sample size also plays an important role in the estimation and interpretation of SEM results. According to Hair et al. (1998), sample size provides a basis for the estimation of sampling error. Four factors strongly impact the sample size requirement, model misspecification, model size, departures from normality and estimation procedure.

The model that suffers from specification error is called model misspecification and the specification error takes into account the omission of relevant variables from the specified model. Hair et al. (1998) suggested that the absolute minimum sample size must be at least greater than the number of covariance or correlations in the input data matrix. However, the most appropriate size is a minimum ratio of at least five respondents for each estimated parameter, with a preferred ratio of ten respondents per parameter. Although there is no correct sample size, Hair et al. (1998) recommended that the sample size should range from 100 to 200. In addition to this, according to Boosma's (1985) suggestion, a sample size of at least 100 to 200 is required to perform SEM analysis.

After establishing and confirming the measurement model, the next step is to evaluate and validate the structural model. The structural model defines the relationships among the latent variables or the constructs which can be defined as the hypothesis of a specific pattern of relations among a set of measured variables and latent variables (Shah and Goldstein, 2006, p166). The latent constructs and their observed variables included in the model are identified with prior investigations that can be based on theoretical models.

The most familiar SEM estimation technique is the maximum likelihood estimation (MLE), where the normality assumption is met (acceptable skewness and kurtosis), and there is no missing data, a lot of outliers, and continuous variable data exist (Schumacker and Lomax, 2010). Additionally, SEM can give credible results with small sample size less than 50 (Tabachnick and Fidell, 2007; Byrne, 2010), but the recommended minimum sample size to guarantee stable MLE results is 100-150 and preferably 200 (Hair et al., 2006).

Structural Equation Modelling (SEM) is a multi-variation technique that combines aspects of multiple regression, examines dependence relationships and factor analysis, represents unmeasured concepts-factors with multiple variables, and estimates a series of interrelated dependence relationships between factors simultaneously (Hair et al. 2006; Schumacker & Lomax 1996). It has become very popular among social scientists because it can estimate multiple regression equations in a single framework. Moreover, the direct and indirect relationships in the model can be estimated simultaneously, and this method also allows the entire interrelationships among the variables to be assessed in the same decision context.

The method can estimate many interrelated equations in one shot, in which the dependent variable in one equation can be an independent variable in other equation(s) (Hair et al., 1998, p. 586). In simple terms, SEM estimates a series of separate, but interdependent, multiple regression equations simultaneously by specifying the structural model.

SEM has become one of the pre-eminent statistical methodology, within the field of multivariate techniques, and it has also become one of the preferred and useful data analysis method for conducting empirical research in business and management (Hult et al., 2006), and organizational research (e.g., Medsker et al., 1994).

Furthermore, SEM is a statistical methodology that takes a confirmatory approach to the analysis of a structural theory associated to some phenomenon with two important aspects, the causal processes under study are represented by a series of structural equations, and these structural relations can be modelled graphically or analitically to enable a clear conceptualization of the theory (Byrne 2001, 2006).

SEM is a statistical technique that allows the analyst to simultaneously examine series of dependence relationships between two types of constructs in the path diagram “exogenous construct” and “endogenous construct” (Tabachnick and Fidell 2007; Hair, Black et al. 2010) The exogenous constructs act as a predictor or “cause” for other constructs or variables in the model.

In a path diagram, the exogenous constructs have only causal arrows leading out of them and are not predicted by any other constructs in the model.

SEM has unique characteristics that are not found in any other multivariate techniques. Table 6.1 shows the differences between SEM and other multi-variation procedures.

Table 6.1. The Differences between SEM and other Multivariate Procedures.

SEM methodology	Other multivariate procedures
It takes a confirmatory approach in analysing data	They take an exploratory approach to the data analysis
It provides explicit estimates of the error variance parameters	They are incapable of either assessing or correcting for measurement error (e.g. regression or the general linear model)
It uses both observed and unobserved(latent) variables in data analysis	They are based on observed measurements
It is easy and widely applied method that can investigate both of direct and indirect effects among constructs in one shot.	They cannot measure the indirect effect between model relationships

Source: Byrne (2010:3-4)

6.1.1. Stages of Structural Equation Modelling

The global advantage of SEM comes from the benefits of using the structural and measurement models simultaneously as each measurement is playing distinct roles in the overall analysis. To ensure that models are correctly specified and the results are valid, Hair et al. (1998) propose the seven-stage model-building process: (1) to develop a theoretically based model; (2) to construct a path diagram of causal relationships; (3) to convert the path diagram into a set of structural equations and a measurement model; (4) to choose the input matrix type and estimate the proposed model; (5) to assess the identification of the structural model; (6) to evaluate the goodness-of-fit criteria, and (7) to interpret and to modify the model (if theoretically justified).

To test the fit of the individual parameters, two steps are adopted. The first step is to determine the feasibility of the estimated values. The assessment focused on whether the estimated values are in the admissible range or not. The prior assessment includes negative variance, correlation exceeding one, and non-positive definite correlation matrix (Byrne, 2001). The second step in assessing the fit of individual parameters testing their statistical significances. Parameters are considered statistically significant

according to the t-values, and non-significant parameters should be deleted from the model (Holmes-Smith, 2001).

6.2. SEM. The causality between motivation and handicap factors on the Spanish Halal competitiveness

The characteristics of travel motivation factors together with pull and push factors were identified in the previous chapter. The importance of these factors to encourage Muslim tourists to visit Spain is confirmed. There are important drivers associated with determining the reasons behind the Muslim tourists behavior and intention that need to be explored. This chapter will investigate what significant determinants influence Muslim tourists behavior as these are expected to play an important role attracting Muslim tourists in order to improve and develop Halal tourism in Spain.

In order to answer these questions, a proposed research model based on the previous chapter will be tested according to the overall goodness-of-fit, interpretability and acceptability of the solution, and strength of parameter estimates. The model aims to promote Halal tourism in Spain and thus giving important insights to the most important representative stakeholders in order to improve the Spanish Halal competitiveness.

The impact on the development of Halal tourism of the pull and push motivations factors as well as the handicap and barrier factors is discussed according to the influence of the predictions towards the answers about the competitiveness of the Spanish Halal Tourism. The causal relationships of determinants predictions and behavior could best be analyzed by using Structural Equation Modelling (SEM) (Hair, Black, Babin, Anderson & Tatham 2006; Schumacker & Lomax 1996). SEM is generated and estimated using AMOS software version 21.0. AMOS can specify, estimate, assess, and present the model in an intuitive path diagram to show hypothesized relationships among variables (Arbuckle 2005).

The path analysis aims to investigate the causal relationships between the motivation factors, the handicaps and the Spanish Halal competitiveness, in order to identify which motivation factors can be used to promote Spain as Halal destination and which handicap factors that generate obstacles can deter the development of Halal tourism as a vital economic sector in Spain.

Each path in the structural model between the latent variables represents a specific hypothesis. These hypotheses are usually tested in the form of a null hypothesis (H₀)

where no relationship exists or the estimated parameter is equal to zero. The null hypotheses are either accepted or rejected depending on the significance level (P value) of the standardized coefficient of research parameters.

6.2.1. *The measurement model*

The results of the previous chapter were used to propose some first tentative of SEMs. The objective is to evaluate to what extent the important information gathered at the questionnaire in different blocks can have some causality in the potential development of Halal Tourism in Spain. The hypothesized model is presented in Fig 6.1.

The structural models consist of the regressions among the endogenous Spanish Halal competitiveness (SHC), the motivation factors (PUSH) and (PULL) and the handicaps measured only by the non-existence of halal establishments (NHE). It can be seen that these latent exogenous factors have a direct causality on the endogenous factor (SHC). The PUSH and PULL latent endogenous factors can be seen as a common factor to other exogenous factors analyzed in the previous chapter like historic heritage (HH), tourist attractions (TA), openness & respect (OR) and relation & proximity (RP). Meanwhile, SHC also acts as a common factor between the two indicators included in the questionnaire which measure the competitiveness in two different time horizons, 5 and 15 years. Each indicator and factor have the corresponding unique error term and the error terms are uncorrelated except for the first two indicators included in the factor OR, namely having a Center of halal certification (OR1) and having good airline connections (OR2). In general, it is assumed that there is not a systematic error component within the measurement of the indicators. This implies that for indicators loading on the same latent factor, the observed covariance among these measures can be explained entirely by the underlying construct, so the latent factor fully explains the observed relationship. In the previous chapter, in CFA, some of the latent factors included in this model were permitted to be correlated but no claim about the directionality of such relationships was made. The model analysed in this section specifies on the contrary some directional relationship among some latent factors, leaving the CFA measurement model framework to enter into the specific SEM framework.

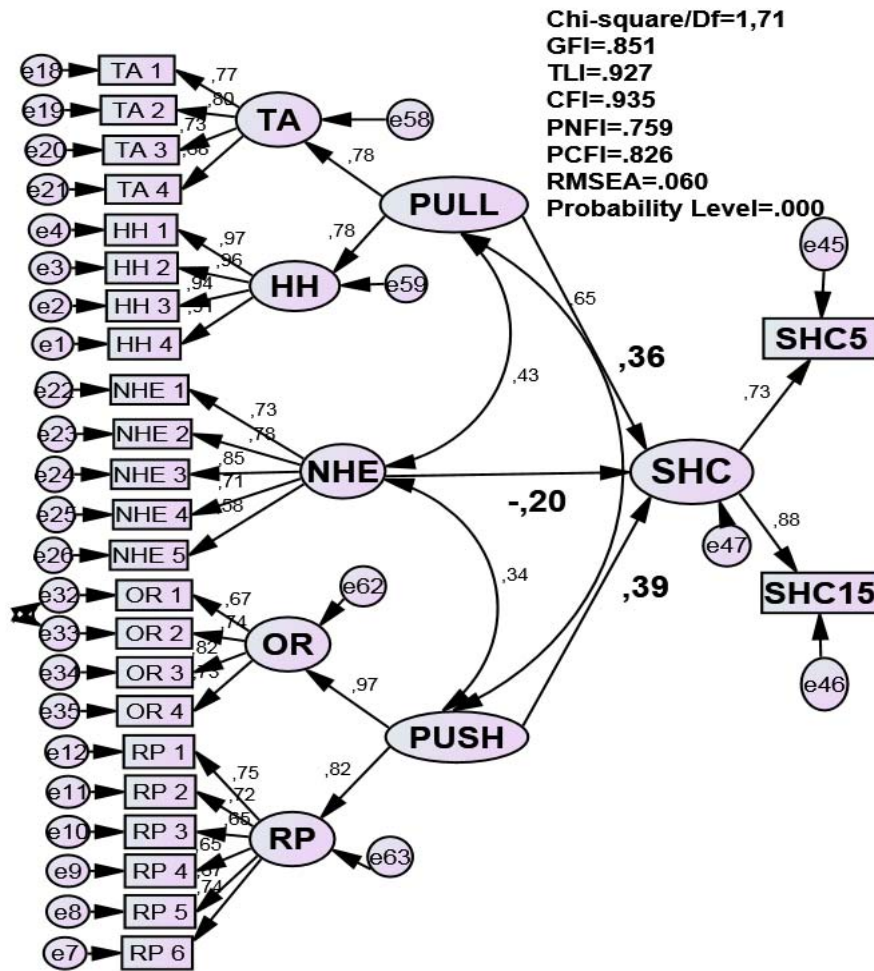


Figure 6.1. Schematic Presentation of the relationship between Handicap-Motivation Factors and Spanish Halal Competitiveness

The evaluation criteria focus on the adequacy of the parameter estimates and the model as a whole. As said, researchers first need to be sure that the model was specified as intended, and then, after the model has been estimated, an overall evaluation of the goodness-of-fit indices can be examined to validate the acceptability of the model. If these indices are within the range of recommended values, then there exists evidence that the model fits adequately. However, if indices point to poor fit, subsequent aspects of fit evaluation would be focused on diagnosing the sources of model misspecification. In addition, it would be erroneous to interpret the model's parameter estimates (e.g., size and significance of factor loadings and factor correlations) if the solution fit the data poorly.

The results of the theoretical structural model indicated that the chi-square of 454,828 with 265 degree of freedom was statistically significant at probability level .00. The

other fit indices also point out into that the fit of the model is acceptable. An evaluation of the goodness-of-fit indices for this structural model produced a model with GFI values of .85 (see Table 6.2) which was under the cut-off value (.90) but it is considered as an acceptable value, the RMSEA at .06, CFI at .93, TLI at .92 and Normed chi square at 1.71 at probability level .00 showed all a good fit. In brief, PCFI and PNFI as measures for parsimony fit, which inform which model among a set of competing models is the best. These values are .76 and .82. They tend to be greater than the cut-off value of 0.5 as recommended by Hair et al. (2006) and Chow and Chan (2008). This means that the hypothesized model fits the data better than the null model and the saturated model. In conclusion, the goodness-of-fit-measures indicates that the model fits the data and can be used to explain the study hypotheses. It was considered that minor adjustments to the model would be acceptable if any such adjustments were minor, were considered to be rational and resulted in a better fitting model.

Table 6.2. Goodness-of-fit indices for the relationship between motivation factors and Spanish Halal competitiveness

Goodness-of-fit measure	Fit index	Coefficient	Cut-off value	Fit level
Chi square	χ^2	454,828		
Degree of freedom	DF	265		
Probability	P	.00	<.05	good
Normed chi square	χ^2/df	1.71	<3.0	good
Goodness of Fit Index	GFI	.85	$\geq .90$	Acceptable
Tucker Lewis Index	TLI	.92	$\geq .90$	good
Comparative Fit Index	CFI	.93	$\geq .90$	good
Parsimony Comparative Fit Index	PCFI	.76	>.50	good
Parsimony Normed Fit Index	PNFI	.82	>.50	good
Root Mean Square Error Approximation	RMSEA	.06	$\leq .08$	good

Source: Developed for this research

This chapter extends the CFA contribution shedding more light in the literature, not only with a reliable and valid measure of SHC, but also by confirming the multidimensional nature of this construct. In addition, SEM investigated the causal direct and indirect impacts of the motivation and handicap factors on the important evaluation of the Spanish Halal competitiveness. The results of SEM provide evidence that PUSH (path coefficient equals to 0.386 with $P < 0.05$) has a positive direct impact on SHC, PULL (path coefficient equals to 0.365 with $P < 0.05$) has also a positive direct impact on SHC, meanwhile NHE (path coefficient equals to -0.203 with $P < 0.05$) has a negative direct impact on SHC. It can be concluded from the model that the motivation factors act as the main drivers for the competitiveness of Spain as a promising future Halal destination and could balance the negative factors of the lack of halal establishments. Nevertheless it can be concluded that Spanish planners and authorities should work in this direction to alleviate this found handicap.

This model sheds some light analysing how the different components of the motivation factors and the handicap factors affect the future Spanish Halal competitiveness. We conclude that there are three significant paths that deserve the attention of different stakeholders: (1) handicap factors or barriers measured by the lack of Halal establishments (NHE); (2) the interior factors (PUSH); and (3) the attractiveness of the destination measured by the pull factors (PULL). These three paths have a direct and significant effect on Spanish Halal competitiveness (SHC).

The following list of hypothesis can be tested and accepted under the SEM: (1) There is a significant and positive relationship between the pull factors and Spanish Halal competitiveness; (2) There is a significant and positive relationship between the push factors and Spanish Halal competitiveness; (3) There is a significant and direct relationship between non-Halal establishments (NHE) and Spanish Halal competitiveness.

The research hypothesis H1 has been tested using confirmatory factor analysis and structural equation modelling. The structural equation modelling analysis supports the research hypothesis, asserting that there exists a direct effect of PULL on SHC. Similarly, the research hypothesis H2 is also analysed using structural equation modelling, which supports the empirical evidence of this positive and direct effect of

PUSH on SHC. Finally, the research hypothesis H3 is also accepted because of the result of the SEM analysis.

6.3. Conclusions

The final SEM results provided empirical evidence that a direct relationship between push and pull motivation factors and overall Spanish Halal competitiveness (SHC) were statistically supported. Similarly, there also existed a direct and significant relationship between the non-Halal establishment factor and the endogenous SHC. The goodness-of-fit indices were in the range of the recommended values showing an adequate level of fit, so the measurement model could be considered a valid structural model.

The results identified that the endogenous motivation factors presented significant direct relationship with tourist attractions, historical heritage, openness and respect and relations and proximity. The standardized coefficients showed that the relationship is very strong with the openness and respect and relations and proximity. This result is quite interesting as it shows that Muslim motivations can be better adjusted by push factors than by pull factors. Islamic beliefs and travel motivation, apart from influencing travel intention, directly influence Muslims' attitudes towards Halal destinations. For more analysis, it is believed that the Sharia code influences the decision of Muslim tourist to travel or not to any other non-Muslim destinations. In other words, Muslim tourists are more likely to visit the target destinations when Muslim community thinks that it is appropriate. In Islamic societies, the Halal service is more important than the other motivation factors, and this explain the strong relationship between Muslims law and their intention to travel. Nevertheless, the estimated coefficients for the tourist attractions and historical heritage are also statistically significant whose values range between 0.56 and 0.59. These results confirm the robust findings that have suggested the existence of a positive relationship between destination attributes and overall tourist satisfaction (Devesa et al., 2010; Eusébio & Vieira, 2013; Nicoletta & Servidio, 2012).

The results clearly indicated that the push factors of travel motivation which are considered important to promote Spanish Halal tourism tourists include the following manifest variables or indicators factorized in two components RP and OR. The first component includes 6 indicators: (1) Having a location close to the Muslim countries; (2) Having good political relations with the countries; (3) There are mosques in the most important cities; (4) Having an important Muslim historical heritage; (5) Being a great

touristic power; and (6) Being a multicultural country. Meanwhile, the second component includes 4 indicators: (1) Having a Centre of halal certification; (2) Having good airline connections; (3) Respecting religious freedom; and (4) Being an open country. These indicators can also be seen as pull factors but are more related with issues that belong to the intrinsic nature of Muslim tourists like achievement, security and cultural togetherness. The majority of these indicators are within the internal or personal sphere. These findings are similar to those obtained by Yoon and Uysal (2015), where the authors investigate the relevant relationships among the motivation constructs by using a structural equation modelling approach. In the model, the authors propose that destination loyalty is influenced by customers' satisfaction, and that satisfaction is affected by push and pull travel motivation factors. They refer to the hypothesized causal relationships between motivation, satisfaction and destination loyalty as the tourism destination loyalty theory. In our case, the intermediate role of the satisfaction construct is omitted and the destination loyalty construct is changed to the Spanish Halal competitiveness, but in essence, the theoretical model is similar. Thus, push motivation factors are more related to internal or emotional aspects of travellers, and pull motivation factors, on the other hand, are more related to external features of the different destinations.

The handicaps and barrier factors does also play a relevant role in explaining the Spanish Halal competitiveness, but contrary to our prior assumption it can only be represented by one exogenous factor (NHE) and the degree of importance is inferior to the rest of motivation factors. This factor No-Halal-Establishments is congeneric to these 5 indicators: (1) Hotels do not have Halal certification; (2) There are not many establishments of Halal food; (3) The hotels do not provide direction of Qiblah; (4) There are no places for praying (Masjid); and (5) There are no adequate bathroom facilities. These results are only similar to those obtained by Jamaludin et al. (2016), in which the authors identify the impact of perceived discrimination, orientation to mainstream culture and life satisfaction on destination loyalty intention. They also obtain a mediating effect of orientation to mainstream culture on the relationship between perceived discrimination and destination loyalty intention.

Orientation to mainstream culture is also referred as acculturation defined as a multifaceted process of immersion in or adoption of the mainstream or dominant culture (Amer & Bagasra, 2013; Awad, 2010; Berry & Sam, 2003). Amer & Bagastra (2013)

make a literature review on the research topic of Muslim Americans and see how the interest in the topic increased in the ten years after 9/11. They provide a very exhaustive review on the topical content of publications relevant to North American Muslims in the period 1991-2011, and conclude that identity and acculturation ranks as the 6th most studied topic and accounts for the 8 per cent of a total 559 publications. This research is limited to international Muslim visitors and the intercultural experience with Spain to analyse how the Spanish residents and other international visitors can facilitate and promote the Halal tourism development in Spain, involving less stress in the interaction and absorbing the culture and gastronomy that have a great influence of the Muslim's domination of the Iberian Peninsula. With this in mind, Muslim visitors in Spain are more likely to be satisfied than in any other non-Muslim country of the EU as the past cultural connection has more presence in Spain than in the rest of the countries.

Disadvantaged or minority customers who experience marketplace discrimination become frustrated and dissatisfied, and after 9/11 terrorist attacks the international Muslim community is more vulnerable to public opinion, suspicion and discrimination (Stephenson, 2014). Thus, as the significance of Islamophobia is becoming more important worldwide, Muslim tourists opt for destinations which are geographically and culturally closer, perceiving them as more worth-to-visit (Kalesar 2010; Stephenson and Ali 2010).

The ultimate aim of this study is to shed some light that can be used as a guide that help destination management officers to determine the main factors that Muslim tourists have in mind, in order to develop Halal tourist products in Spain that can alleviate the evident retard position that exist in this important segment. This study contributes to the body of Halal tourism knowledge; first, identifying the most important push/pull motivation factors that affect the Muslim tourists' preferences; second, analysing the less relevant role that handicap and barrier factors exhibit in the promotion of the Spanish Halal tourism; third, confirming the structure of these three direct causality found between these factors and Spanish Halal competitiveness.

Regarding the limitation and the future research agenda, it can be said that the first limitation concerns the context of the study (Halal tourism development in Spain), which clearly puts constraints in the generalization of the results to other countries. As the peculiarities of Spain and the Muslim community are really important, not only for

the cultural roots and close location, any claim about the generalization of results would be easily disputed. Thus, our first recommendation is to extend our study to other countries improving the scales of the motivation, the handicap and the barrier factors, adapting them to other different contexts. Other important limitation is due to the sample of respondents used in the analysis, which is mainly based on the event of Halal tourism held in Córdoba during the year 2015, and it was complemented with other scholars who are familiar with the object under analysis. The use of Muslim tourists who have been real visitors and have experience on Halal tourism in Spain as well as other questionnaire including tourist satisfaction and destination loyalty would be welcomed as it would increase the real understanding of Muslim motivations, handicap and barriers, the role of satisfaction and the relationship with destination loyalty. For example, many destination management organizations or hotels have improved their commercial offer by including additional information, such as prayer times and the location of mosques and halal food stores as a way to enhance the competitiveness on the Halal tourism segment (Timothy & Iverson, 2006).

CHAPTER 7

TRIANGULAR FUZZY NUMBERS

7. Introduction

This chapter is based on a fuzzy model for group multi-criteria decision making (MCDM) and complements the obtained results of the previous chapters. In this case MCDM is used to calculate a synthetic indicator that measures the degree of agreement of the respondents for the handicap and barrier construct analysed in previous chapters. Concretely, the indicator (HAND) is obtained for the total of the sample and each of the segments extracted from the sample according to the religion and religiosity of the respondents. The answers to the questionnaire provide information for the attributes in linguistic terms that result in uncertain, imprecise and vague information. Thus, how to aggregate this vague information poses a real challenge for the MCDM process. Nevertheless, this challenge is usually overcome with the help of the fuzzy theory since the seminal work of Zadeh (1965).

As many authors contend, questionnaires based mainly on ratings associated with linguistic terms like ‘totally disagree’, ‘disagree’, ‘agree’ and ‘totally agree’ provide very imprecise information, which is perfectly handled by fuzzy (Chien, 2000). Basically, fuzzy logic handles the imprecise information adequately because intermediate values to be defined between exact and true conventional values can now be formulated mathematically and processed by computers to apply a more human-like way of thinking in programming (Zadeh, 1984). Fuzzy sets are widely used in describing linguistic information because they can effectively blur the imprecise information provided by a tourist’s answers in evaluating service quality (SQ) attributes. The methods based on Fuzzy Logic are becoming very popular in the field of measuring satisfaction, service quality or experienced quality (Tsaur *et al*, 2002; Yeh and Kuo, 2003; Benítez *et al*, 2007; Lin, 2010; Kabir and Hasin, 2012; Bai *et al*, 2014; Saeida Ardakani *et al*, 2015).

7.1. Triangular fuzzy numbers

One of the best-known classical MCDM methods extensively applied in the literature is based on the technique for order performance by similarity to ideal solution (TOPSIS) developed by Hwang and Yoon (1981). It is based on the concepts that the best performance should have the shortest distance from the positive ideal solution (PIS), and the farthest distance from the negative ideal solution (NIS) (Wang and Elhag, 2006; Benitez *et al*, 2007).

Following Zadeh (1975) and Mamdani and Assilian (1975), we let the universe of discourse X be the subset of real numbers R , $X = \{x_1, x_2, x_3, \dots, x_n\}$. A fuzzy set $\tilde{A} = \{(x, \mu_A(x)) \mid x \in X\}$ in X is a set of ordered pairs, where $\mu_A(x)$ is called a membership function, and $\mu_A(x): X \rightarrow [0,1]$. The membership function for fuzzy sets can take any value from the closed interval $[0,1]$. $\mu_A(x)$ is the proxied value that contains the truth of the statement that element x belongs to set A .

We are going to parameterize a triangular fuzzy number \tilde{A} by a triplet (a_1, a_2, a_3) . The membership function $\mu_A(x)$ is defined below as,

$$\mu_A(x) = \begin{cases} \frac{x - a_1}{a_2 - a_1}, & a_1 \leq x \leq a_2, \\ \frac{x - a_3}{a_2 - a_3}, & a_2 \leq x \leq a_3, \\ 0, & \text{otherwise.} \end{cases} \quad (1)$$

Each linguistic term was characterized by a triangular fuzzy number for representing its approximate value range between 0 and 100⁴, and denoted as (a_1, a_2, a_3) , where $0 \leq a_1 \leq a_2 \leq a_3 \leq 100$. a_2 is the most likely value of the linguistic term, and a_1 and a_3 are the lower and upper bounds used respectively to reflect the fuzziness of the term. The default values of the linguistic terms are shown in the Table 7.1, and the membership functions can be calculated according to the equation 1. The asymmetry of

⁴ We have used this range, but other ranges, such as (0-1), (0-7) or (0-10) would also be valid.

the extreme fuzzy numbers in the scale is well explained by the asymmetry of the linguistic terms. This representation has been used by Saayman, Martín & Román (2016).

Table 7.1. Triangular fuzzy numbers. Default values of linguistic terms.

Linguistic term	Fuzzy Number
Totally disagree	(0,0,50)
Disagree	(30,50,70)
Agree	(50,70,90)
Totally agree	(70,100,100)

The vagueness of linguistic terms about satisfaction degree has already been set up. So in order to provide more objective information for the analysis, we have fuzzified satisfaction degree as triangular fuzzy numbers and aggregated group opinions of consumers according to the average fuzzy number of n triangular numbers $\tilde{A}_i = (a_1^{(i)}, a_2^{(i)}, a_3^{(i)})$, where $i = 1, 2, 3, \dots, n$, as follows:

$$\tilde{A} = (a_1, a_2, a_3) = \left(\frac{1}{n}\right) \bullet (\tilde{A}_1 \oplus \tilde{A}_2 \oplus \dots \oplus \tilde{A}_n) = \left(\frac{\sum_{i=1}^n a_1^{(i)}, \sum_{i=1}^n a_2^{(i)}, \sum_{i=1}^n a_3^{(i)}}{n} \right), \quad (2)$$

where \bullet is the multiplication of a scalar and a fuzzy number, and \oplus is the add operation of fuzzy numbers, so \tilde{A} is the overall average performance valuation of each segment included in the analysis. Eq. (2) shows that the average performance can be represented by a new triangular fuzzy number (Buckley, 1985).

7.2. Defuzzification procedure

To justify whether the performance of an attribute is weak or strong, we need to defuzz the information obtained above. The result of fuzzy synthetic information of each observation is a fuzzy number. Therefore, it is necessary to employ a non-fuzzy ranking method for fuzzy numbers during the empirical exercise for each segment. In other

words, defuzzification is a technique to convert the fuzzy number into crisp real numbers. The procedure of defuzzification is to locate the best non-fuzzy performance (BNP) value. This purpose can be attained by several available methods. Mean-of-maximum, centre-of-area and α -cut method (Zhao and Govind, 1991) are some of the most common approaches. Nevertheless, more recently, new methods, such as that of Bonferroni means (BM) based on original ideas proposed by Bonferroni and Yager (Bonferroni, 1950; Yager, 2009), are being used. Xu (2011) generalized and analysed these measures, highlighting that the capability to capture the interrelationship between input arguments (attributes) is one of the desirable features. Xu also linked BM with Atanassov's intuitionistic fuzzy environment, introducing the Atanassov's intuitionistic fuzzy Bonferroni mean (AIFBM) and the weighted Bonferroni mean (WIFBM). Recently Xia *et al* (2013) introduced a new Bonferroni mean based on the BM and the geometric mean to extend the method based on the Atanassov's intuitionistic fuzzy environment.

In this chapter, we have preferred to use the well-known BNP value, comparing the performance of two triangular fuzzy numbers using $v_{\tilde{A}}$ defined as follows, $v_{\tilde{A}} = (a_1 + 2a_2 + a_3)/4$ the triplet (a_1, a_2, a_3) of a triangular fuzzy number \tilde{A} . This method (Chen, 1996) has been chosen due to its simplicity and the lack of requirement of analyst's personal judgment. The method is based on Kaufmann and Gupta's method to compare fuzzy numbers and its logic is underpinned in the definition of the removal of a fuzzy number (Kaufmann and Gupta, 1988). Thus, we can obtain the defuzzification value for each dimension that will be used in the next step.

7.3. The TOPSIS method

The multi-attribute evaluation problem characterized by the crisp performance matrix is resolved by applying a method which is based on the concept of the degree of optimality rooted in a best virtual alternative formed by different alternatives where multiple attributes characterize their achievement and the notion of the best (Zeleny, 1982). As said, a TOPSIS method is applied (Hwang and Yoon, 1981) in which the ideal solutions need to be obtained.

Thus, ideal solutions are computed based on the following equations:

$$A^+ = \left\{ \left(\max V_{ij} \mid j \in J \right), \left(\min V_{ij} \mid j \in J' \right), i = 1, 2, \dots, m \right\} \quad (3)$$

$$A^- = \left\{ \left(\min V_{ij} \mid j \in J \right), \left(\max V_{ij} \mid j \in J' \right), i = 1, 2, \dots, m \right\} \quad (4)$$

where J and J' form a partition of the different criteria according to their benefit or cost characteristic. In our case there are no dimensions with cost characteristics.

After the determination of ideal solutions, we calculate the Euclidean distance between ideal solution and negative ideal solution for each observation as

$$S_i^+ = dist(V_i, A^+) = \sqrt{\sum_{j=1}^n (V_{ij} - A_j^+)^2} \quad i = 1, 2, \dots, m \quad (5)$$

$$S_i^- = dist(V_i, A^-) = \sqrt{\sum_{j=1}^n (V_{ij} - A_j^-)^2} \quad i = 1, 2, \dots, m \quad (6)$$

Then we calculate the relative closeness to the positive ideal solution of each of the segments, such as

$$HAND_i = \frac{S_i^-}{S_i^+ + S_i^-} \quad i = 1, 2, \dots, m, \quad (7)$$

where $0 \leq HAND_i \leq 1$. An observation is closer to an ideal solution as $HAND_i$ approaches to 1. $HAND$ can be seen as a synthetic indicator that measures the degree of agreement that a particular segment has on the handicap and barrier factors of Spain that will impede the competitiveness on Halal Tourism. This indicator will be analyzed according to the religion and the religiosity of the respondents.

This approach has been widely used in different decision contexts (for example, Chen and Hwang, 1991; Athanassopoulos and Podinovski, 1997; Zeleny, 1998; Chang and Yeh, 2001; Yeh *et al*, 2000; Min and Peng, 2012; Bai and Sarkis, 2013). This is mainly down to its applicability in solving different scenarios of human decision problems; and its mathematical simplicity measuring the relative performance of the alternatives.

The rationale behind Equation (7) is that a better performance of a particular segment should be captured by a higher degree of similarity to the positive ideal solution and a lower degree of similarity to the negative ideal solution, that means, in our case, that a particular segment shows a greater degree of agreement with the construct under analysis. For this reason, it would be possible to evaluate to what extent different

population segments obtained by the religion and the religiosity have more or less agreement with the existing handicaps and barriers to develop Halal tourist products in Spain.

The benefits of using this double artificial technique, based on the transformation of Likert scales into TFNs, and the subsequent defuzzification method that calculates crisp information, are not always clear. In fact, the benefits of the approach of using fuzzy numbers instead of crisp values are usually more aligned with the vagueness and imprecision that is usually inherent to the selection or ranking problem. Yurdakul and Iç (2009) proposed an approach to measure the benefits generated by using fuzzy instead of crisp information. They compared the rankings under different assumptions on fuzziness with those obtained by crisp average values. They concluded from the results that as the vagueness and imprecision increase, fuzzy numbers instead of crisp numbers should be used; and in contrast, in situations where there is a low level of fuzziness or the average values of the fuzzy numbers can be guessed, using crisp numbers will be more than adequate. When fuzziness is important, even small changes in the rankings may lead to the elimination of the best alternative and the selection process may be erroneous.

7.4. HAND elasticities

Once we have calculated *HAND*, another remarkable variable of interest for policy makers and destination management officers that can be calculated is the elasticity of the degree of agreement for each indicator and segment of interest. Elasticity is a major economic concept and has its origin in physics. It serves to quantify the sensitivity (which may be positive or negative) one variable experiences in changing another. In our case, we assume that there is a functional dependence between the *HAND* and indicators that form it and, therefore, the elasticity measures the responsiveness of the degree of agreement at a small variation in the indicator on which we are calculating the elasticity. That is why the elasticity can be understood or defined as the percentage change in the degree of agreement for each indicator considered in the analysis. In mathematical notation, the elasticity can be calculated for each segment i and each handicap indicator j as:

$$\eta_{ij} = \frac{\Delta\% \text{HAND}_i}{\Delta\% \text{ind}_{ij}} = \frac{d\text{HAND}_i}{d\text{ind}_{ij}} \frac{\text{ind}_{ij}}{\text{HAND}_i} \quad (8)$$

Elasticity values can help different stakeholders, such as policy makers, hoteliers, destination management officers and practitioners, to determine the critical handicap indicators (CHIs) that should be adjusted in order to develop adequate Halal tourist products. It is worth to highlight that Halal literally means “permissible” as a way to mean according to the law of Islam religion. The antonym to Halal is haram, which means unlawful or forbidden. It is essential to have in mind that Muslims need to consume Halal products.

7.5. Results

Table 7.2 shows the triangular fuzzy numbers and the crisp information (defuzzification) of all the respondents analysed in our sample. It can be seen that the degree of agreement performance for each of the indicators included in the analysis is certainly uneven looking at the crisp information. It can be seen that there are four indicators that exhibit more degree of agreement and for that reason can be considered critical in the development of Halal products: (1) The existence of Halal hotels; (2) The existence of Halal restaurants; (3) The segregation at beaches and swimming pools; and (4) The existence of Qiblah at hotels. The four indicators are not surprising and concur with other remarks previously analysed in other studies. Mohsin, Ramli, & Alkhulayfi (2016) analyse Halal tourism and concludes that regarding ITC is not different from other trends observed in more general segments, as Irhal is an app developed in Arabic and English that covers 90 cities and provides details about mosques, Halal restaurants and a compass that points to the direction to Mecca. Stephenson (2014) also reported other valuable smartphone apps like ‘HalalTrip’ and ‘Muslim Pro’, claiming that applications help Muslim tourists to find Halal-friendly hospitality products and services, such as hotels, destination guides, holiday packages, airport guides and Halal restaurants. The author foresees that non-Muslim countries can target Muslim travellers developing the own applications to reduce the handicaps and barriers making the country Muslim friendly.

Table 7.2. Handicap and barrier indicators. Triangular Fuzzy Numbers and Crisp Information

Indicators	Total	Crisp Information
Alcohol consumption	(31.00 , 45.90 , 72.90)	48.93
Halal restaurants	(41.15 , 60.20 , 80.65)	60.55
Halal hotels	(44.35 , 64.35 , 83.30)	64.09
Bath facilities	(35.30 , 52.60 , 76.00)	54.13
Praying Masjid Facilities	(37.25 , 55.45 , 77.50)	56.41
Qiblah at hotels	(40.20 , 58.90 , 80.00)	59.50
Segregation at beaches and swimming pools	(40.65 , 59.00 , 80.35)	59.75
Top Less	(36.55 , 54.10 , 77.15)	55.48
Bath clothes	(35.50 , 52.65 , 76.35)	54.29
Employees dress code (Hijab)	(31.50 , 47.45 , 72.95)	49.84
Muslim traditions	(24.50 , 38.00 , 67.50)	42.00
Prostitution	(32.55 , 48.70 , 73.95)	50.98
Azan Prayer Call	(34.30 , 51.05 , 75.35)	52.94

Thus, the virtual PIS and NIS can be calculated according to Equations (3) and (4). Table 7.3 shows the virtual PIS and NIS, taking into account the information provided from all the segments. Analysing both virtual vectors, some important information can be extracted. Virtual PIS and NIS can be seen respectively as the group of respondents who agree more and less, and it can be seen that are represented by very heterogeneous groups based on religion, residence, age, education level, opinions on Halal classification and promotion, opinions on Islamic finance and income. The table also shows the incremental variation between these two extreme segments, and the results show that some indicators exhibit more extreme opinions than others. For example, the heterogeneity of opinions is huge for the alcohol consumption. Meanwhile, the opinions are more homogenous with respect to bath facilities, praying Masjid facilities, Qibah at hotels and bath clothes.

Table 7.3. Handicap Virtual positive and negative ideal solutions

Indicator	Virtual PIS	Segment	Virtual NIS	Segment	Incremental Variation
Alcohol consumption	66.35	'>=56 Years'	12.50	'Other'	430.77%
Halal restaurants	81.25	'Other'	46.73	'Halal Classification. Culture. Totally disagree'	73.87%
Halal hotels	81.25	'Other'	45.63	'[5001-6000]'	78.08%
Bath facilities	70.50	'Secondary'	44.44	'Other'	58.63%
Praying Masjid Facilities	69.38	'Other'	43.75	'Islamic Finance. Trust Totally disagree'	58.57%
Qiblah at hotels	70.63	'Other'	45.19	'Halal Promotion. Restaurants. Not important'	56.28%
Segregation at beaches and swimming pools	76.43	'EU'	39.23	'Halal Promotion. Restaurants. Not important'	94.82%
Top Less	73.57	'EU'	41.25	'Islamic Finance. Trust Totally disagree'	78.35%
Bath clothes	70.50	'Secondary'	44.78	'Islamic Finance. Financial Aid Disagree'	57.43%
Employees dress code (Hijab)	73.57	'EU'	26.88	'[5001-6000]'	173.75%

Muslim traditions	71.25	'Other'	31.50	'Secondary'	126.19%
	70.71	'EU'	36.00	'Islamic Finance. Trust Totally disagree'	96.43%
Prostitution					
Azan Prayer Call	73.57	'EU'	26.88	'[5001-6000]'	173.75%

Finally, the HAND for each segment can be calculated according to our method to synthesize the degree of agreement performance experienced by each of the segments under analysis. Figures 7.1 and 7.2 show the HAND performance for the segments of interest in our analysis, those which represent the respondents' religion and religiosity.

Religion is an organized system of beliefs, practices, rituals and symbols designed to facilitate closeness to the sacred or transcendent (God, higher power, or ultimate truth/reality), and "to foster an understanding of one's relation and responsibility to others in living together in a community" (Koeing, McCullough, & Larson, 2001, p.18). Civil religion is an ampler concept which does not need to be subject to any Church or Credo, and it is usually regarded as the moral and spiritual foundation which is essential for any modern society, as it is the social cement that unifies the state by providing it with undisputed authority. Giner (1993) points out that civil religion is not a static concept as it evolves dynamically throughout similar rituals: funerals at the national cemetery, federal festivals, the annual presidential address, the taking up of public posts, military parades, and public cults. Giner (1993, p.37) defines civil religion as

"a process comprising an array of popular devotions, political liturgies and public rituals geared towards defining and uniting a community by making certain mundane features of its life sacred and by classing some of its historical events as epic".

It can be seen that the average agreement performance is 0.497, and the figures can be used to see which segments agree more or less with respect the average. Visually, the figures can be used to determine that the agnostic have a higher agreement about the existing handicaps in Spain to develop competitive Halal tourist products. After the

agnostic group, the Christians also show a higher agreement in comparison with other religions and the Muslims. Zamani-Farahani & Musa (2012) explore three dimensions of Islamic religiosity (belief, practice and piety) and the influence on the socio cultural impacts of tourism among residents in two tourist areas in Iran. The authors do not find empirical evidence for the existence of a negative relationship between Islamic beliefs and practice with socio cultural impacts. It is not clear how in our case, Christians and agnostics agree more with the potential handicaps that can exist in the development of Halal Tourism in Spain than other religions and Muslims themselves. The only explanation for this result can be found in the stereotypes that can exist in the more distant groups who have a sort of prejudice over others. Thyne, Lawson, and Todd (2006) state that according to the Social Distance Theory, people are more tolerant to others who are socially and culturally similar to themselves. In support of this, several studies have shown that religious people are more intolerant of others of different background than themselves (Berggren & Bjørnskov, 2011; Daniels & Ruhr, 2010; Dilmaghani, 2017; Johansson-Stenman, Mahmud, & Martinsson, 2009).

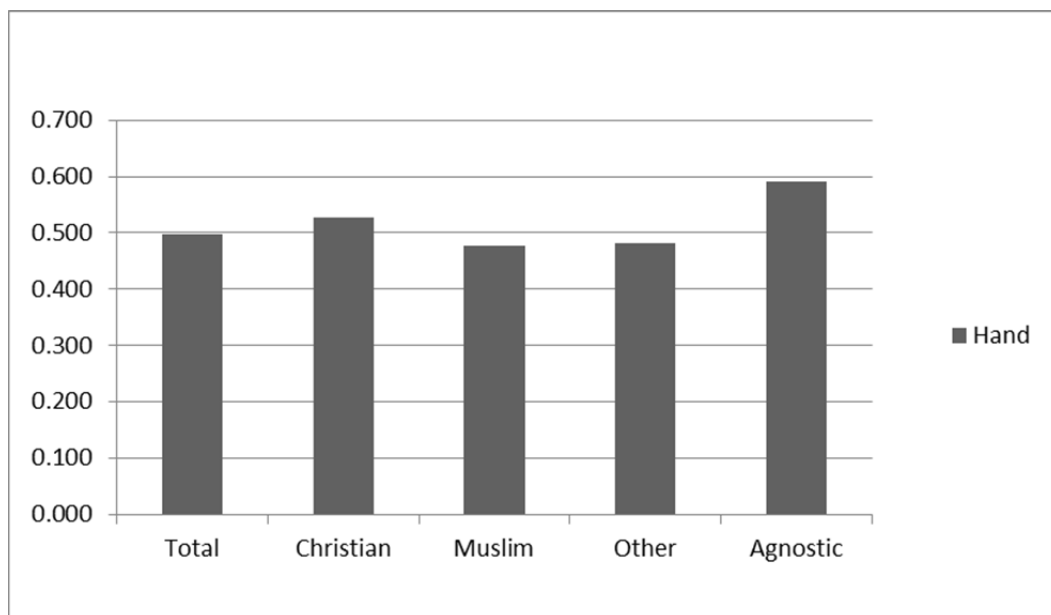


Figure 7.1. Handicap agreement indicator by religión

The degree to which individuals are committed to a particular religious group is termed as religiosity (Delener, 1994; Sari, Mizerski & Liu, 2017; Wilkes, Burnett & Howell, 1986). Wiebe and Fleck (1980) find that intrinsically religious persons for whom religion is a central focus in life show more concern for moral standards, discipline and

responsibility than extrinsically religious or non-religious persons. They also tend to be more sensitive, dependent, empathetic, conservative and traditional.

The measurement of religiosity is still open to debate. In one of the seminal papers dealing with religiosity, DeJong et al. (1976) conclude that religiosity may be measured as a multidimensional or unidimensional construct. The unidimensional level has advantages where data reduction is paramount and when religiosity is one of several competing explanations for some social pattern. In this study, the religiosity measurement is based on a subjective evaluation of the respondent according to a three linguistic scale that goes from not religious, mildly or moderately religious to very religious. This measurement incorporates much uncertainty as the own evaluation scale might not be equal to a more objective measurement of religiosity. The reader can certainly think of measuring the religiosity practice by the number of times the respondent attends the church, or the number of times she prays. Being true that this measure is more objective, other type of inconsistency measuring the religiosity is present as it is difficult to measure the spiritual religiosity by this type of conventional behaviour such as church attendance. Thus, a pragmatic approach based on the “self-concept” (Sirgy, 1982) is followed as if one perceives herself as being religious, then this perception might have an influence on the answers given to the block of the handicaps and barrier indicators that Spain can have at the time of developing Halal Tourism.

Figure 7.2. shows that the moderately religions respondents agree less than the other two groups with respect to the existing potential handicap and barrier indicators that exist in Spain to develop a competitive Halal Tourism sector. Zamani-Farahani & Musa (2012) employ a conceptual model being the religiosity as an endogenous construct, named Religious Devoutness, which is based on two exogenous factors that measure Islamic Beliefs and Islamic Practice. The authors find that religious devoutness does not show any significant difference with regard to the perception of social problems. The social problems construct includes many indicators that have been used in the handicap and barrier block of our questionnaire such as prostitution, alcohol consumption and religious practices. Thus, we can conclude that our results are not similar, as we find that religious and no religious respondents find more handicap barriers than those who are moderately religious.

The degree of overall agreement is not large for all the segments analysed in the chapter. The agnostic group with 0.59 shows the greatest agreement degree. Our results contrast very much with those obtained by Zamani-Farahani & Musa (2012). Nevertheless, the context of the study and the sample of respondents are very different, since most of the tourists who visit the study areas in the mentioned study are mainly domestic tourists and the majority of foreign tourists are from the neighbouring Muslim countries who share the Muslim religion and culture. Similar cultural background between the host and the tourist may explain the insignificant perception of social problems as perceived by local people in the study. The authors conclude that the socio cultural impacts experienced in the analysed areas may not be similar to areas visited mainly by international tourists so more research in these areas is needed. In our case, the Halal Tourism will be mainly developed for international tourists who will visit Spain which is an important tourist destination that has not been specialized in this type of segment.

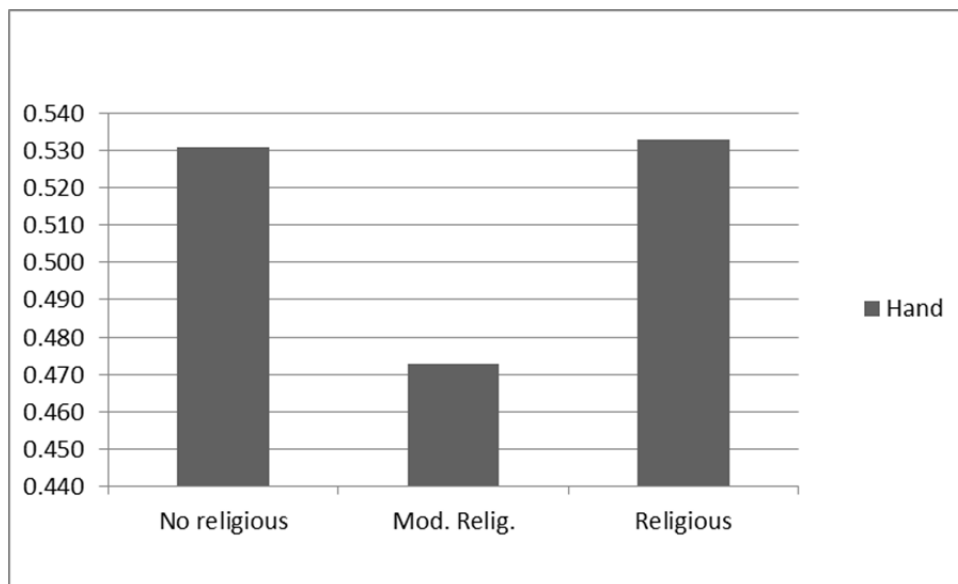


Figure 7.2. Handicap agreement indicator by respondent's religiosity

To an extent, we have contributed to exploring the indicators that will limit the potential competitiveness of the Spanish Halal Tourism as well as the relationship of these with the religion and religiosity of respondents. Our results show that the HAND is not very important for any of the analysed groups, but the level of agreement depends on the religion and the religiosity of the respondents. Our results can be partially explained by the Social Distance Theory (Thyne, Lawson, and Todd, 2006), especially for the results obtained by the Muslim group which show less degree of agreement, that is less

potential handicaps and barriers to develop Halal Tourism in Spain, than Christians, other religions and agnostics. Our results to a certain extent indicate that Islam religion does not, in principle, play a role in instilling handicap and barriers towards Halal Tourism in Spain. These results are aligned with those of Tiliouine and Belgoumidi (2009) and Carboni & Idrissi Janati (2016). The results of the papers serve to conclude that one should not have a stereotyped view that the strength of Islamic attachments or the degree of religious devotion among ordinary Muslims implies the likelihood of holding very radical opinions about tourism. Carboni and his colleague, analysing a project in Ziyarates Fès that developed a bed and breakfast network in the Medina of Fez within the framework of spiritual tourism, conclude that Muslim local hosts do not consider hosting tourists of different faiths as problematic, and that sharing the houses with tourists caused some minor changes that have not imposed new habits. The fact that some of the tourists are not Muslims does not make any significant difference.

Table 7.4 shows the value of the elasticity of the *HAND* for the whole set of segments under analysis. It can be seen that the on average, respondents are more elastic with respect to alcohol consumption, the certification of Halal hotels, the segregation at beaches and swimming pools between men and women, the employees' dress code and the Azan prayer call. All these indicators belong to the sphere of potential coexistence interaction that can exist between Muslim and non-Muslim tourists using the same facilities at a particular destination. Most of the respondents anticipate some problems that can be partially resolved by market segregation between Muslim and non-Muslim tourists. In this regard, Carboni et al. (2016, p.99) conclude that businessmen are ready to provide Halal hotels and Halal restaurants. One respondent answers that

I am 1,000% liberal, if we need a Muslim hotel, I can do it, as well as a kosher restaurant, or a hotel for singles or gay people. This is not segregation; it is marketing, it has nothing to do with segregation. If you guarantee me a certain occupancy rate, with adequate margins, I'm in. I'm a businessman first. I have no problems, except if it adversely affects other categories of guests.

On the other hand, Carboni & Idrissi Janati (2016) find a very different result in a group of local hosts in Fez, where all all respondents believed that what they do fits well in the definition of Halal Tourism, but preferred the label Ziyarates Fès, and they would

not change the nature of the project under any circumstance. In particular, they are not ready to the radicalisation of Islamic discourse and religious segregation, which could also emerge and spread because of a misinterpretation of halal, as one respondent highlights:

“I know about gender separation in hotels or double swimming pools...I think it is too much”.

The analysis of the segments based on the religion and religiosity allows us concluding that Christians and Muslims present a similar pattern to the above commented, but in general Muslims are more elastic than Christians. Other religions also include the Muslim traditions in the set of more elastic indicators. The agnostic segment is the less elastic segment of all the analysed segments. There is not any particular difference to the above commented results when the analysis is performed with respect to the religiosity of respondents. It can only be said that no religious respondents have only one elastic indicator: the alcohol consumption. It is evident that this indicator can be problematic in the development of Halal Tourism in Spain, as drinking alcohol is a cultural practice that is really allowed and extended in the country. Alcohol drinking can be a troubling issue for Muslims who may be deeply offended if they are seeing this practice. Dun (2014) examines the policies and practices surrounding alcohol availability and use in Qatar, discussing the availability of alcohol during the 2022 World Cup trying to understand how alcohol use is a focal point where cultural differences collide.

Table 7.4. Handicap agreement indicator. Elasticities

Indicator	S1	S2	S3	S4	S5	S6	S7	S8	
Alcohol consumption	0.288	0.258	0.296	0.302	0.196	0.266	0.304	0.255	
Halal restaurants	0.226	0.221	0.220	0.264	0.179	0.207	0.225	0.224	
Halal hotels	0.248	0.227	0.251	0.206	0.163	0.225	0.253	0.234	
Bath facilities	0.153	0.136	0.160	0.131	0.125	0.129	0.153	0.154	
Praying Facilities	Masjid	0.157	0.147	0.160	0.129	0.119	0.134	0.163	0.150

Qiblah at hotels	0.165	0.145	0.173	0.127	0.102	0.145	0.170	0.153
Segregation at beaches and swimming pools	0.242	0.221	0.253	0.189	0.177	0.204	0.248	0.233
Top Less	0.194	0.178	0.195	0.191	0.136	0.177	0.198	0.187
Bath clothes	0.151	0.142	0.155	0.129	0.127	0.128	0.157	0.149
Employees dress code (Hijab)	0.253	0.245	0.258	0.245	0.190	0.198	0.267	0.246
Muslim traditions	0.180	0.156	0.184	0.241	0.168	0.173	0.181	0.177
Prostitution	0.192	0.170	0.204	0.179	0.152	0.160	0.196	0.191
Azan Prayer Call	0.269	0.249	0.284	0.245	0.187	0.221	0.285	0.254

S1: Total. S2: Christian. S3: Muslim. S4: Other Religion. S5: Agnostic. S6: No religious person. S7: Moderately religious. S8: Very religious.

7.6. Conclusions

Three major dimensions were obtained for this block of the questionnaire in Chapter 5. The dimensions identified from the study were No Halal Establishments, No Code Dress and Forbidden Behaviour. The results of this chapter differ in the methodology employed which is based on the theory of fuzzy logic as a natural way to handle the information of a questionnaire based on semantic Likert scales that by nature are very imprecise and uncertain. The new proposal is a valid tool that can help different stakeholders to understand to what extent the handicap and barrier indicators can affect the Spanish Halal competitiveness. In this context, our results served to conclude that different segments based on the religion and the religiosity of respondents have different level of agreement with respect to the influence of the existing handicaps in Spain.

Our results can be partially explained by the Social Distance Theory (Thyne, Lawson, and Todd, 2006). Other interesting remarks about the stereotypes and the potential conflicts that can appear because of the interaction of different cultures and religions were mentioned. As (Moufakkir, 2015, p. 17) contends, after the analysis of the tourist experience of the Arab and Muslim Tourist visiting a Western developed country, the actual social identity of the tourist becomes confounded with an ascribed virtual

identity, and sometimes, stigmatization spoils the tourist identity, resulting in feelings of shame, confusion, and anger. The rise of anti-immigrants discourse and sentiments, and the rise of religious extremism practices and sentiments in the world, begs for more attention in contemporary studies.

Moufakkir (2008) claims that hospitality in an immigration context needs to be analysed with the theory of stigma. The authors shows that the hospitality condition of Muslim tourists is highly affected by the immigration discourse and immigrants' condition in the host society. Ye et al. (2012) contend that studies on the tourists' perception of discrimination are scarce and the interest is very high as perceived discrimination is negatively associated with loyalty intentions. Berry, Phinney, Sam, and Vedder (2006) manifest that perceived discrimination and orientation to main stream culture are highly correlated. Jamaludin et al. (2016) study how orientation to mainstream culture mediates the relationship between perceived discrimination and destination loyalty intention.

In general, our results show that the existence of Halal hotels and Halal restaurants, the segregation at beaches and swimming pools and the existence of Qiblah at hotels are the most critical elements according to the average of respondents. It is evident that if Spain wants to market the destination for this new niche market, there is a need to increase the number of Halal hotels to deliver products and services that are compliant with Sharia, like for example Qiblah direction, no-alcohol beverages, Halal food, and prayer rooms with call for prayers (Battour et al., 2010; Stephenson, 2014).

Analysing by segments the virtual positive and negative ideal solutions, it was seen that the segments were very heterogeneous and different socio-demographic variables entered in the classification such as religion, residence, age, education level, opinions on Halal classification and promotion, opinions on Islamic finance and income. Our results showed that the agnostic have a higher agreement about the existing handicaps in Spain to develop competitive Halal tourist products. After the agnostic group, the Christians also show a higher agreement in comparison with other religions and the Muslims. It can be highlighted that are other religions different from the Islam and the agnostics, the segments that observed more handicaps and barriers to develop Halal Tourism in Spain. This result is quite interesting and can be explained by prejudices and stereotypes that anticipate more handicaps than can be easily handled with proper measures and

strategies. And finally, the moderately religious respondents show less agreement than those who are not religious at all or very religious.

In summary, this chapter presents an analytical framework based on the use of fuzzy logic and TOPSIS to evaluate a synthetic indicator that measure the degree of agreement with the existence of handicaps and barriers to develop Halal Tourism in Spain. We show that it seems that handicaps are not so important to develop such products, but religion and religiosity have an effect on the vision of these handicaps.

Regarding the theoretical and empirical contribution, it can be said that this study is probably the first to explore the influence of religion and religiosity on the handicaps and barriers that can exist in Spain at the time to develop Halal Tourism. Curiously, Muslim respondents appreciate in less degree the importance of these handicaps in comparison with other religions and even the agnostic respondents. The research provides important insights that are valuable to policy makers, destination management officers and practitioners for developing Halal Tourism in Spain.

Nevertheless, there are a number of shortcomings that need to be commented. First, the context of this paper is unique and the previous research is inexistent, so the results cannot be easily compared. The sample has been mainly chosen by convenience in the celebration of a Halal Tourist Conference held in Córdoba, so the respondents might be positioned in favour of developing such products in Spain. Future studies should improve the sample selection with local residents, Muslim tourists and other international and domestic tourists in Spain in order to further explore how the intercultural interaction in a mature destination like Spain can coexist minimizing the conflicts. Other studies can compare the competitiveness of Spain vs. other countries that belong to the EU. It would be interesting to know to what extent the past cultural heritage and legacy of Spanish Islam has a determinant role in developing such segment. Today, echoes of Islamic culture are still discernible in the daily life of Spain – in the language, in names, in gastronomy, in music and dance, and in many artisan crafts (Dodds, 1992).

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ANNEX

Cuestionario Halal

Este cuestionario se ha desarrollado dentro del proyecto de tesis doctoral de Slimane Zergane dentro del Programa de Doctorado de Desarrollo Integral e Innovación de Destinos Turísticos de la Universidad de Las Palmas de Gran Canaria.
Le agradecemos que dedique unos minutos a contestar este cuestionario. Toda la información que nos envíe es confidencial y será tratada de forma agregada con el resto de cuestionarios que recibamos.

*Obligatorio

Datos sociodemográficos

1. **Género ***

Marca solo un óvalo.

- Hombre
 Mujer

2. **Religión ***

Marca solo un óvalo.

- Cristiano
 Musulman
 Otra
 Ninguna

3. **Religiosidad ***

Marca solo un óvalo.

- Nada religiosa
 Medianamente religiosa
 Muy religiosa

4. **Estado civil ***

Marca solo un óvalo.

- Soltero
 Casado
 Otro

27/11/2015

Cuestionario Halal

5. **Grupo de edad ***

Marca solo un óvalo.

- <=25
- 26-35
- 36-45
- 46-55
- 56-65
- >=66

6. **Nivel educativo ***

Marca solo un óvalo.

- Sin estudios. Primaria
- Secundaria
- Bachiller o equivalente
- Grado universitario
- Master. Doctorado

7. **Ocupación ***

Marca solo un óvalo.

- Estudiante
- Profesor
- Empleado en el sector Turístico
- Empresario del sector Turístico
- Otro

8. **Renta familiar mensual ***

Marca solo un óvalo.

- <=1000 €
- 1001-2000 €
- 2001-3000 €
- 3001-4000 €
- 4001-5000 €
- 5001-6000 €
- >=6001

27/11/2015

Cuestionario Halal

9. País de residencia **Marca solo un óvalo.*

- España
 Unión Europea
 Norte de África
 Países del Golfo
 Otros países Musulmanes
 Otro

10. Idioma materno **Marca solo un óvalo.*

- Español
 Inglés
 Árabe
 Francés
 Otro

Turismo Halal**11. Turismo Halal ****Marca solo un óvalo por fila.*

	Sí	No
Conoce el concepto Halal	<input type="radio"/>	<input type="radio"/>
Ha visitado en España algún establecimiento Halal	<input type="radio"/>	<input type="radio"/>
Se dedica de forma activa al Turismo Halal	<input type="radio"/>	<input type="radio"/>

27/11/2015

Cuestionario Halal

12. **España tiene un gran potencial para convertirse en país referente del Turismo Halal ***

Indique el grado de acuerdo de las siguientes afirmaciones

Marca solo un óvalo por fila.

	Nada de acuerdo	Poco	Bastante	Muy de acuerdo
Por ser un país abierto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por ser multicultural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por respetar la libertad religiosa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por tener un importante Patrimonio Histórico Musulmán	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por tener una localización cercana con los países musulmanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por tener buenas relaciones políticas con los países musulmanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existen mezquitas en las ciudades más importantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por tener un centro de certificación Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por tener buenas conexiones aéreas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por ser una potencia turística	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por tener muchos residentes musulmanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Annex 1. Questionnaires

27/11/2015

Cuestionario Halal

13. España no puede desarrollar todo su potencial para convertirse en un referente en Turismo Halal *

Indique el grado de acuerdo con las siguientes afirmaciones
Marca solo un óvalo por fila.

	Nada de acuerdo	Poco	Bastante	Muy de acuerdo
Permisividad con el alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No existen muchos establecimientos de comida Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los hoteles no tienen certificación Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se viste de manera poco apropiada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No existen instalaciones de baño adecuadas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No existen lugares de oración (Masjid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los hoteles no proveen Qiblah	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las piscinas y playas no están segregadas para hombres y mujeres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Top less es generalizado en las piscinas y playas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los trajes de baño no son adecuados	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los programas de televisión pueden contener escenas no apropiadas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las trabajadoras no llevan el Hijab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La población no respeta la forma de ser musulmana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No existe demasiado control de la prostitución	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No existe la llamada a la oración (Azan)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Indique el grado de importancia que pueden tener los siguientes atractivos turísticos para desarrollar en España Turismo Halal *

Marca solo un óvalo por fila.

	Nada importante	Poco	Bastante	Muy importante
Sol y Playa. Costa del Sol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sol y Playa. Levante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sol y Playa. Cádiz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PH Musulmán. Sevilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PH Musulmán. Granada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PH Musulmán. Córdoba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PH Musulmán. Toledo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paisaje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gastronomía	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultura y Tradiciones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real Madrid CF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barcelona CF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

https://docs.google.com/forms/d/16JY39M1bZoSjicBphZCtBp0XThkt9Rm6_VwLs0Fqjo/printform

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27/11/2015

Cuestionario Halal

15. **Indique de las siguientes organizaciones, a su juicio, quién tiene más responsabilidad de promocionar el Turismo Halal en España ***

Marca solo un óvalo por fila.

	Nada	Poca	Bastante	Muchas
La Administración Pública	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Administración Autonómica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los Ayuntamientos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las Agencias de Viaje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los Tour Operadores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las empresas de transporte	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los Hoteles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los Restaurantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Universidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. **Según su opinión, el Turismo Halal se puede clasificar ***

Marca solo un óvalo por fila.

	Nada de acuerdo	Poco	Bastante	Muy de acuerdo
Religioso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Étnico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Espiritual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ocio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. **Las finanzas islámicas pueden actuar como un catalizador para desarrollar Turismo Halal ***

Indique el grado de acuerdo

Marca solo un óvalo por fila.

	Nada de acuerdo	Poco	Bastante	Muy de acuerdo
Es un sistema financiero fiable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desarrolla proyectos Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financia proyectos Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es un sistema adaptado a los musulmanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
España tiene mucho potencial turístico Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. **España se convertirá en una potencia turística Halal ***

Indique el grado de certeza en la respuesta

Marca solo un óvalo por fila.

	Nada seguro	Poco	Bastante	Muy seguro
En los próximos 5 años	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En los próximos 15 años	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Annex 1. Questionnaires

27/11/2015

Questionario Halal

19. **Si Vd. está interesado, nos puede dejar su email y le haremos llegar los resultados del estudio**

Con la tecnología de
 Google Forms

Questionnaire about Halal

This questionnaire is being prepared for the project thesis by Mr. Slimane Zergane for the Phd Program of Integral Development and Innovation of tourist destinations of the University of Las Palmas de Gran Canaria. (Spain)

Thank you for taking a few minutes to complete this questionnaire. All information send us is confidential and will be treated in aggregate with other questionnaires we recibe.

*Obligatorio

Sociodemographic data

1. **Gender ***

Marca solo un óvalo.

- Man
 Woman

2. **Age group ***

Marca solo un óvalo.

- <=25
 26-35
 36-45
 46-55
 56-65
 >=66

3. **Religiosity ***

Marca solo un óvalo.

- Not religious
 Moderately religious
 Very religious

4. **Religion ***

Marca solo un óvalo.

- Christian
 Musilm
 Other
 None

28/1/2017

Questionnaire about Halal

5. Marital Status *

Marca solo un óvalo.

- Single
- Married
- Other

6. Renta familiar mensual *

Marca solo un óvalo.

- <=1000 €
- 1001-2000 €
- 2001-3000 €
- 3001-4000 €
- 4001-5000 €
- 5001-6000 €
- >=6001

7. Education level *

Marca solo un óvalo.

- Without studies. Primary
- Secondary
- Bachelor's degree or equivalent
- University Degree
- Master. Ph.d.

8. Occupation *

Marca solo un óvalo.

- Student
- Professor
- Employed in the tourism sector
- Entrepreneur of the tourism sector
- Other

9. Country of residence *

Marca solo un óvalo.

- Spain
- North Africa
- E.U
- Muslims countries
- Other

28/1/2017

Questionnaire about Halal

10. Maternal language *

Marca solo un óvalo.

- spanish
- English
- Arabic
- French
- Other

Halal Tourism

11. Halal Tourism *

Marca solo un óvalo por fila.

	Yes	No
Do you know the Halal concept ?	<input type="radio"/>	<input type="radio"/>
Have you visited a Halal establishment in Spain?	<input type="radio"/>	<input type="radio"/>
Are you actively engaged in Halal Tourism ?	<input type="radio"/>	<input type="radio"/>

12. Spain has a great potential to become a model country in Halal tourism *

Please indicate the degree of agreement of the following statements

Marca solo un óvalo por fila.

	Not agree	A little	Agree	Strongly agree
Being an open country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a multicultural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respecting religious freedom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having an important historical heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a location close to the Muslim countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having good political relations with the countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are mosques in the most important cities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a center of Halal certification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having good airline connections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a great touristic power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a tourist power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Annex 1. Questionnaires

28/1/2017

Questionnaire about Halal

13. Spain may not develop their full potential to become a model in Halal Tourism *

Please indicate the degree of agreement with the following statements
Marca solo un óvalo por fila.

	Not agree	A little	Agree	Strongly agree
Alcohol permissiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are not many establishments of Halal food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotels do not have Halal certification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dresses up a bit inappropriately	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are no adequate bathroom facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are no places for praying (Masjid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The hotels do not provide direction of Qiblah	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The pools and beaches are not segregated for men and women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Top less is widespread in the pools and beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The bathing suits are not appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working women do not wear the hijab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The paintings and the decoration of the establishments may be inappropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people do not respect the way of being a muslim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is not much control of prostitution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no call to praying (Azan)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Please indicate the degree of importance that can the following touristic attractions have to develop Halal tourism in Spain *

Marca solo un óvalo por fila.

	Not important	A little	Important	Very important
Sun and Beach. Costa del Sol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sun and Beach. Levante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sun and Beach. Cádiz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical Heritage (HH) Muslim. Sevilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HH Muslim. Granada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HH Muslim. Córdoba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HH Muslim. Toledo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscapes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gastronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture and Traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real Madrid CF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barcelona CF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Annex 1. Questionnaires

28/1/2017

Questionnaire about Halal

- 15. Please indicate from the following organizations, in your opinion, who is the most responsible for promoting Halal tourism in Spain ***

Marca solo un óvalo por fila.

	Nothing	A little	Very	Very much
The Public Administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Regional Administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City Councils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Travel Agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tour Operators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transport companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Hotels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The University	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 16. In your opinion, the Halal Tourism can be classified ***

Marca solo un óvalo por fila.

	Not agree	A little	Agree	Strongly agree
Religious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethnic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spiritual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 17. The Islamic finance can act as a catalyst for developing Halal tourism ***

Please indicate the degree of agreement

Marca solo un óvalo por fila.

	Not agree	A little	Agree	Strongly agree
It is a reliable financial system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing Halal projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financing Halal projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a system adapted to the Muslims	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spain has plenty touristic Halal potential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 18. Spain will become a major touristic of Halal destination ***

Please indicate the degree of certainty in the response

Marca solo un óvalo por fila.

	Not certain	A little	Certain	Absolutely certain
In the next 5 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the next 15 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 19. If you are interested, can you leave us your email and we will send you the results of the study**

.....

.....

.....

.....

Questionnaire Halal

Ce questionnaire est élaboré dans le cadre du projet de la Thèse de Doctorat de M. Slimane ZERGANE, inscrit au Programme de Doctorat de développement intégral et innovation des destinations touristiques de l'Université de Las Palmas et l'Institut Universitaire de Tourisme et de Développement Economique Durable de Las Palmas.

Merci de consacrer quelques minutes pour remplir ce questionnaire. Toutes les informations que vous nous transmettez sont confidentielles et seront traitées dans l'ensemble avec d'autres questionnaires que nous recevrons.

*Obligatorio

Les informations Socio-Démographiques

1. Genre *

Marca solo un óvalo.

- Homme
 Femme

2. Etat civil *

Marca solo un óvalo.

- Célibataire
 Marie
 Autre

3. Religion *

Marca solo un óvalo.

- Chrétien
 Musulman
 Autre
 Sans
 Opción 5

4. Religiosité *

Marca solo un óvalo.

- N'est pas croyant
 Moyen
 Croyant

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Questionnaire Halal

5. Groupe d'âge *

Marca solo un óvalo.

- <=25
- 26-35
- 36-45
- 46-55
- 56-65
- >=66

6. Niveau éducatif *

Marca solo un óvalo.

- Sans niveau. Primaire
- Secondaire
- Bachelier o equivalent
- Grade universitaire
- Master. Doctorat

7. Occupation *

Marca solo un óvalo.

- Etudiant
- Professeur
- Employer du secteur Touristique
- Enrepreneur du secteur Touristique
- Autre

8. Revenu mensuel du foyer *

Marca solo un óvalo.

- <=1000 €
- 1001-2000 €
- 2001-3000 €
- 30001-4000 €
- 4001-5000 €
- 5001-6000 €
- >=6001

9. Pays de résidence *

Marca solo un óvalo.

- España
- Unión Europeen
- Nord Afrique
- Pays du Golf
- Autres

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Questionnaire Halal

10. Langue maternelle **Marca solo un óvalo.*

- Español
 Anglais
 Arabe
 Français
 Autre

Tourisme Halal**11. Tourisme Halal ****Marca solo un óvalo por fila.*

	Oui	Non
Connaissez-vous le concept Halal?	<input type="radio"/>	<input type="radio"/>
Avez-vous visité un établissement Halal en Espagne?	<input type="radio"/>	<input type="radio"/>
Vous exercez une activité liée au Tourisme Halal?	<input type="radio"/>	<input type="radio"/>

12. L'Espagne a un grand potentiel pour se convertir à un pays de référence du Tourisme Halal *

Indiquer le degré d'accord avec les affirmations suivantes

Marca solo un óvalo por fila.

	Pas d'accord	Peu	Beaucoup	Tout a fait d'accord
Par ce qu'elle est un pays ouvert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Par ce qu'elle est un pays multiculturel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Par ce qu'elle est un pays qui respecte la liberté religieuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detient un patrimoine historique Musulman important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximité des pays Musulmans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A de bonnes relations avec les pays musulmans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existence des Mosquées dans les villes importantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Par ce qu'il a un centre de certification Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Par ce qu'elle a de bonnes connexions aériennes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parce qu'elle dispose d'un potentiel touristique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Par ce qu'il a beaucoup de résidents musulmans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Annex 1. Questionnaires

27/1/2017

Questionnaire Halal

13. L'Espagne ne peut pas développer son potentiel pour être une référence en Tourisme Halal *

Indiquer le degré d'accord des affirmations suivantes
Marca solo un óvalo por fila.

	Pas d'accord	Peu	D'accord	Tout a fait d'accord
Permission d'alcool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La rareté des établissements qui commercialisent les repas Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les hôtels n'ont pas la certification Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'inexistence des installations de baignade adaptées au style halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'inexistence des lieux de la Prière (Masjid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les hôtels n'indiquent pas la direction du Qiblah	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les piscines ne sont pas séparées pour Hommes et Femmes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les maillots de bain ne sont pas adéquats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les programmes de télévision peuvent être non appropriés	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les employées ne portent pas le Hijab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La population ne respecte pas les musulmans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'inexistence d'un contrôle rigoureux de la prostitution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'inexistence de l'appel à la prière (Azan)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Indiquer le degré d'importance que peuvent avoir les attractions suivantes pour développer le modèle du Tourisme Halal en Espagne *

Marca solo un óvalo por fila.

	Pas d'importance	Peu	Beaucoup	Tres important
Soleil et Plage. Costa del Sol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soleil et Plage. Levante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soleil et Plage. Cádiz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PH Musulman. Seville	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PH Musulman. Granada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PH Musulman. Córdoba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PH Musulman. Toledo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paysage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gastronomie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture et Traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Achats/Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real Madrid CF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barcelona CF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27/1/2017

Questionnaire Halal

15. **A votre avis, quelles sont parmi ces organisations, celles responsables de la promotion du Tourisme Halal en Espagne? ***

Marca solo un óvalo por fila.

	Rien	Peu	Beaucoup	Trop
L' administration Publique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L' administración Autonome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les mairies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les Agences de Voyages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les tour-opérateurs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les sociétés de transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les hôtels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'université	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. **Selon votre opinion, le Tourisme Halal peut être qualifié ***

Indique le degré de certitude de la réponse

Marca solo un óvalo por fila.

	Pas d'accord	Peu	Beaucoup	Tout a fait d'accord
Religieux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethnique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spirituel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culturel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De loisir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. **les finances Islamiques peuvent jouer le rôle de moteur catalyseur pour développer le Tourisme Halal en Espagne? ***

Indiquer le degré d'accord

Marca solo un óvalo por fila.

	Pas d'accord	Peu	Beaucoup	Tout a fait d'accord
Est un système financier fiable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developpe les projets Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finance les projets Halal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Est un système adapté aux musulmans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'Espagne détient un grand potentiel touristique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. **L' Espagne se convertira en une puissance touristique Halal ***

Indique le degré de certitude de la réponse

Marca solo un óvalo por fila.

	Rien n'est sur	Peu	Beaucoup	Tres sur
Dans les prochains 5 ans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dans les prochains 15 ans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. **- Si vous souhaitez recevoir une note de synthèse relative à cette étude, vous êtes priés de renseigner votre adresse email pour que nous puissions vous communiquer les résultats.**

إستمارة السياحة الحلال

هذه الإستمارة أعدت في إطار مشروع أطروحة دكتوراه للباحث سليمان زركان في برنامج دكتوراه التنمية المنندجة و تجديد الوجهات السياحية بجامعة لاسالماس بإسبانيا نرجو منكم تخصيص بضع دقائق للإجابة عن الأسئلة موضوع الإستمارة مع العلم أنها ستبقى سرية ولن تستعمل في أي نطاق خارج عن موضوع الأطروحة.

Obligatorio*

المعلومات السوسيو ديمغرافية

1. الجنس *

.Marca solo un óvalo

رجل إمرأة

2. الحالة المدنية *

.Marca solo un óvalo

أعزب متزوج أخرى

3. الدين *

.Marca solo un óvalo

مسيحي مسلم أخرى لاأقن

4. نسبة التدين *

.Marca solo un óvalo

غير متدين متوسط التدين جد متدين

5. اللغة الأم *

.Marca solo un óvalo

الإسبانية الإجليزية العربية الفرنسية أخرى

Annex 1. Questionnaires

27/1/2017

إشارة السهاحة الحال

6. المجموعة العمرية *

.Marca solo un óvalo

25=>

26-35

36-45

46-55

56-65

66=<

7. المستوى التعليمي *

.Marca solo un óvalo

غير متعلم/ ابتدائي

اعدادي

ثانوي

اجزة

ماستر/ دكتوراه

8. الدخل العائلي الشهري *

.Marca solo un óvalo

€ 1000=>

€ 1001-2000

€ 2001-3000

€ 3001-4000

€ 4001-5000

€ 5001-6000

6001=<

9. الوظيفة *

.Marca solo un óvalo

طالب

استاذ

موظف في القطاع المياحي

مستثمر في القطاع المياحي

اخر

10. دولة الإقامة *

.Marca solo un óvalo

اسبانيا

الإتحاد الأوربي

شمال إفريقيا

دول مجلس التعاون الخليجي

باقي الدول المسلمة

اخرى

السياحة الحلال

11. السياحة الحلال *

.Marca solo un óvalo por fila

لا	نعم	
<input type="radio"/>	<input type="radio"/>	هل تعرف مصطلح حلال
<input type="radio"/>	<input type="radio"/>	هل سبق و أن زرت أي مؤسسة حلال بإسبانيا
<input type="radio"/>	<input type="radio"/>	هل تراول نقاط في السياحة حلال

12. إسبانيا تمتلك مؤهلات مهمة قد تجعل منها مرجعا في السياحة الحلال نظرا لكونها *

أوضح درجة إتفاقتك مع التأكيدات التالية
.Marca solo un óvalo por fila

لا أتفق تماما	لا أتفق	أتفق	أتفق تماما	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	بلد متفتح
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	بلد متعدد الثقافات
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	تحترم فيها حرية الدين
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لأنها تمتلك إرث تاريخي إسلامي مهم
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	قربها من الدول المسلمة
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لعلاقتها الجيدة بالدول المسلمة
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لتواجد المساجد في المدن الكبرى
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لوجود مركز منح القهادة الحلال
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لتوفرها على خطوط جوية جيدة
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لأنها قرة سياحية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لأنها تضم عدد مهم من المقيمين المسلمين

13. إسبانيا لا يمكنها أن تطور قدرتها لتصبح مرجعا في السياحة الحلال *

أوضح درجة إتفاقتك مع التأكيدات التالية
.Marca solo un óvalo por fila

لا أتفق تماما	لا أتفق	أتفق	أتفق تماما	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	يسمح فيها بتناول المقروبات الكحولية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	يتواجد بها عدد محدود من المطاعم الحلال
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	عدم توفر الفنادق فيها على شهادة الحلال
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	عدم وجود لباس محتشم
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	عدم تواجده حمامات سياحة ملائمة فيها
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	عدم تواجده أماكن للصلاة فيها
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	عدم تواجده إشارة القبلة في الفنادق
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ليوم فيها فصل لحمامات السباحة بين الرجال والنساء
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الإناث فيها لا يرتدين زيا محتشما
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	عدم وجود لباس محتشم في حمامات السباحة
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	مظاهر غير مناسبة في كوالها التلفزيونية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	العملات في فنادقها لا يرتدين الحجاب
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	السكان فيها لا يحترمون أن تكون معلما
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	عدم توفرها على رقابة تفنن ممارسة الدائرة
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	عدم وجود الأذان

Annex 1. Questionnaires

27/11/2017

إشارة السياحة الحلال

14. حدد درجة الأهمية الممكن أن تعطيتها للأماكن والخصائص السياحية التي من شأنها تطوير السياحة الحلال بإسبانيا *
أوضح درجة إتفاقتك مع التأكيدات التالية
Marca solo un óvalo por fila

غير مهم	قليل الأهمية	مهم	مهم جدا	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	القنطرة و القمم كوسمًا دل صول
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	القنطرة و القمم لثقافتني
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	القنطرة و القمم قاذفن
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الإرث التاريخي الإسلامي إيبينية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الإرث التاريخي الإسلامي غرناطة
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الإرث التاريخي الإسلامي قرطبة
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الإرث التاريخي الإسلامي طليطلة
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	المنظر الطبيعية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	فن المأكولات المحلية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	العادات والتقاليد
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	المقتنيات
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	فريق ريال مدريد
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	فريق برشلونة

15. التمويل الإسلامي قدر أن يتشظ نمو السياحة الحلال *
أوضح درجة إتفاقتك مع التأكيدات التالية
Marca solo un óvalo por fila

لا أتفق تماما	لا أتفق	أتفق	أتفق تماما	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لأنه نظلم مالي موثوق
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	يطور المقاريع الحلال
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	يمول ويدعم المقاريع الحلال
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لأنه يتماثل مع الشريعة الإسلامية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	لأن إسبانيا تتميز بقرة سياحية حلال مهمة

16. في إعتقادك من هي المؤسسات المسؤولة عن تشجيع السياحة الحلال في إسبانيا *
أوضح درجة إتفاقتك مع التأكيدات التالية
Marca solo un óvalo por fila

لا أتفق تماما	لا أتفق	أتفق	أتفق تماما	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الإدارة العمومية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الإدارة المحلية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	البلديات
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	وكالات الأسفار
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الشركات السياحية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	شركات النقل
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الفنادق
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	المطاعم
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الجامعة

17. في نضرك في أي خاتة يمكن تصنيف السياحة الحلال *
أوضح درجة إتفاقتك مع التأكيدات التالية
Marca solo un óvalo por fila

لا أتفق تماما	لا أتفق	أتفق	أتفق تماما	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الدينية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الإقتصادية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الروحية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الثقافية
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	الترفيهية

Annex 1. Questionnaires

27/1/2017

إشارة السيادة الحلال

18 . إسبانيا تستطيع أن تكون قوة مهمة في السياحة الحلال *
.Marca solo un óvalo por fila

مؤكد جدا	مؤكد	ضعيف	غير مؤكد	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	في خلال خمس سنوات القادمة
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	في خلال خمسة عشر سنة القادمة

19 . اذا كان الموضوع يهمك بإمكانك ترك حسابك الإلكتروني ليتم إخبارك بالنتائج النهائية لهذا البحث

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.Marca solo un óvalo.

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Opción 1

Con la tecnología de
 Google Forms