



HALAL TOURISM
AS AN OPPORTUNITY FOR
DIFFERENTIATION AND DEVELOPMENT OF
THE COMPETITIVENESS OF A DESTINATION
ON THE EXAMPLE OF SARAJEVO CANTON

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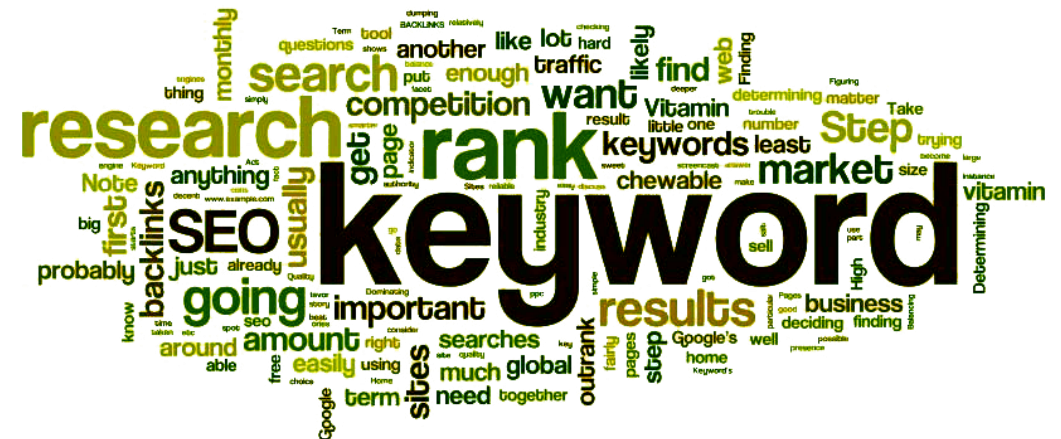
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KEYWORDS

- *Halal tourism*
- *Tourist niche*
- *Halal friendly destination*
- *Differentiation*
- *Competitiveness*





INTRODUCTION

- *Halal tourism – a relatively new tourist niche*
- *Growing interest of Muslim travelers, who have significant purchasing power, for halal tourist destinations*
- *More and more markets that are not traditionally Muslim are increasingly turning to halal certification and adapting offerings to halal standards!*



CHARACTERISTICS OF HALAL FRIENDLY TOURIST DESTINATIONS

- *A **halal friendly tourist destination** – a place that meets the needs of Muslim travelers by providing services and facilities that are in line with Islamic principles and values:*
 - ✓ *Halal food and drinks*
 - ✓ *Sufficient number of mosques or facilities for prayer*
 - ✓ *Accommodation in accordance with Islamic regulations*
- ***IMPORTANT:** Halal tourism is fundamentally based on Islamic regulations that fully advocate and support the concept of **sustainable development!***

BOSNIA AND HERZEGOVINA & HALAL INDUSTRY

- *The leader in Southeastern Europe*
- *According to the Global Muslim Index report for the year 2023, Bosnia and Herzegovina takes the **fourth place** on the list the most visited halal tourist destinations in Europe*



OPPORTUNITIES AND DEVELOPMENT POTENTIAL OF HALAL TOURISM IN SARAJEVO CANTON

- ✓ *Cultural and historic heritage*
- ✓ *The number of Islamic religious buildings*
- ✓ *Availability of halal products and services*
- ✓ *Halal food offer and accommodation facilities in accordance with halal standards*
- ✓ *Traditional cultural and religious events*



SOCIAL AND ECONOMIC BENEFITS OF HALAL TOURISM

- *Continuous growth in supply and demand*
- *3 trillion US dollars*
- *2 billion users*
- *Sarajevo Canton statistic data:*
 - *One third of the total tourist traffic in Sarajevo Canton comes from the markets of the Gulf countries*
 - *15% of tourists visiting the Sarajevo Canton come from another significant global halal market – Turkey*



SOCIAL AND ECONOMIC BENEFITS OF HALAL TOURISM

- ***Economic benefits of halal tourism:***
 - ✓ *increase in income from tourism*
 - ✓ *increase in employment*
 - ✓ *opportunities for the active involvement of the local population, local suppliers and small craftsmen*
- ***Social benefits of halal tourism:***
 - ✓ *healthy lifestyle*
 - ✓ *promoting religious tolerance*
 - ✓ *learning about new cultures and customs*
 - ✓ *preservation and promotion of local heritage*





CONCLUSION

- *Leveraging the full potential of halal tourism can make Sarajevo Canton an attractive year-round destination, fostering economic growth, cultural understanding, and reinforcing its reputation as a European symbol of multiculturalism and tolerance*





THANK YOU FOR YOUR ATTENTION!

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