



Guidelines for Developing Marketing Strategies for Muslim Tourists in Bangkok

Chayanee Yodhasmutr and Supreeya Muangrod*

Lecturer, College of Hospitality, Rangsit University,
Rangsit University, Pathumthani

*Corresponding author, E-mail: supreeya.m@rsu.ac.th

Abstract

The purpose of this research is to study the behavior of tourists. travel style Tourism marketing factors to create a guideline for developing marketing strategies for Muslim tourists in Bangkok. This study used qualitative research concepts. Data were collected through in-depth interviews with three groups: Group 1 is government representatives in the Bangkok area; Group 2 is private sector representatives, and Group 3 is representatives of tourists traveling in Bangkok. The research results found the travel behaviors of Muslim tourists in Bangkok are influenced by the city's remarkable tourism offerings, which can be categorized into five primary resources: Natural Resources, Cultural Resources, Expo Resources, Activity Resources and Service Resources and guidelines for developing marketing strategies for Muslim tourists in Bangkok. Here are comprehensive guidelines to achieve this: Product: Demonstrating how these tourism products or services align with Islamic principles is pivotal in capturing, Price: Muslim tourists visiting Bangkok are segmented into different categories based on their budget and preferences, Place: Makes it easier for Muslim tourists to find relevant information, accommodations, and halal services in Bangkok, Promotion: Enhancing Attraction Appeal and crafting engaging narratives around destinations, experiences, and halal offerings are key Person: Focus on developing and training tourism and service personnel. This training should encompass understanding Basic Islamic Principles and familiarity with Muslim Practices, Facilities: Aimed at accommodating Muslim tourists, they should prioritize enhancements and provisions that align with their specific cultural and religious needs and Service: Focusing on services entails crafting an environment of convenience and directly addressing the unique requirements of specific tourist groups.

Keywords: *Marketing Strategies, Muslim Tourists, Bangkok*

1. Introduction

Currently, there is a noticeable surge in the development of destinations catering to Muslim travelers, highlighted by an increase in travel for both business and during the Ramadan period. Research indicates that, in 2022, the global Muslim tourist population reached 110 million, with projections suggesting an upsurge to 230 million by 2028. (Dinar Standard, 2023). Significantly, Thailand has been acknowledged as the foremost Muslim-friendly travel spot among non-Islamic Cooperation Organization (Non-OIC) countries, outpacing Singapore, the United Kingdom, Taiwan, and Thailand itself (The Mastercard – Crescent Rating, 2023). Bangkok, in particular, stands out for its exceptional readiness to accommodate Muslim visitors, chiefly due to its workforce proficient in foreign languages, which enhances the welcoming and assistance extended to

[393]



Muslim travelers. This is complemented by a well-prepared foundation of crucial infrastructure and amenities, as outlined. (Department of Tourism, Thailand, 2016).

The realm of travel catering to the global Muslim community is articulated through various designations, including "Islamic tourism," "Halal tourism," and "Muslim-friendly tourism." Despite the diversity in terminology, the essence remains constant: it is about providing travel experiences that align with the requirements and values of Muslim travelers (Department of Tourism, Thailand, 2016). Nonetheless, the path to effectively fostering Muslim-centric tourism encounters its share of obstacles. This complexity stems from the distinctiveness of Muslim tourists compared to their counterparts, who bear unique stipulations that span dining, accommodation, attractions, and transport services. Moreover, the necessity for these services to harmonize with Islamic teachings, thereby supporting the observance of Muslims' daily religious rites, adds another layer of consideration (Battour, M., & Ismail, M. N. 2016; Jafari & Scott, 2014).

Government strategies now underscore the critical role of nurturing Muslim-friendly tourism, aiming to amplify the global market outreach for Muslim tourism alongside tapping into the affluent visitor segments from Saudi Arabia and other Middle Eastern nations. This approach not only taps into a market brimming with potential but also broadens the spectrum of the tourist demographic, aligning perfectly with one of the strategic pillars designed to foster and magnify the tourism potential among Muslim visitors over a five-year span (2023-2027). The strategy encompasses plans to elevate market prospects and forge a perception of Thailand as a hospitable and prepared destination for both entrepreneurs and tourists from the designated target countries (Department of Tourism, Thailand, 2023).

Despite the efforts, the tourism and service sector currently faces a shortfall in marketing strategies tailored specifically for Muslim tourists, who have distinct travel requirements. This gap is evident across the spectrum of products, services, and activities designed to cater to Muslim travel groups. Additionally, there is a noticeable deficiency in effectively communicating and promoting Thailand's preparedness to accommodate Muslim tourists, utilizing both online and offline channels. Hence, there is a critical need for research aimed at formulating guidelines to develop marketing strategies for Muslim tourists in Bangkok. By addressing these needs, the objective is to enhance potential and boost competitiveness, ensuring Thailand secures its position among the top five travel destinations favored by Muslim travelers.

2. Objectives

To examine tourists' behaviors, travel styles and tourism marketing factors in order to develop a marketing strategy guideline for Muslim tourists in Bangkok

3. Materials and Methods

The data for this study were collected from 3 groups: Group 1 is government representatives in the Bangkok area, totaling 6 locations: 2 Department of Tourism (A1-A2), 2 The Halal Science Center (A3-A4), CU and 2: The Central Islamic Republic of Thailand (A5-A6). Group 2 is composed of private sector representatives, totaling 6 locations in Bangkok, including 2 hotel operators serving Muslim tourists (B1-B2), 2 restaurant operators serving Muslim tourists (B3-B4), and executives of travel agencies for Muslim tourists both in Thailand. Number of 2 places (B5-B6). And Group 3 is made up of representatives of tourists traveling in Bangkok, totaling 6 people (C1-C6).

The data were collected by qualitative methodology, leveraging in-depth interviews as its core instrument for data collection. The essence of these interviews transcends the conventional question-and-answer model, unfolding as a rich tapestry of conversations, queries, and interactions. This method is pivotal in peeling back layers to reveal the intricate knowledge, thoughts, interests, beliefs, and viewpoints of the



participants. The research framework embraces the use of open-ended questions, thereby granting interviewees the latitude to articulate their responses freely. The interviews are meticulously structured; the interviewer meticulously crafts and sequences the questions beforehand. This preparatory step ensures the interviewer has a definitive guide, thereby facilitating a more focused and effective data collection process. As for data analysis, the study employs a descriptive analysis approach, aiming to provide a detailed, insightful examination of the gathered data.

4. Results

4.1 Results

4.1.1 Travel behavior of Muslim tourists traveling in the Bangkok area

The travel behaviors of Muslim tourists in Bangkok are influenced by the city's remarkable tourism offerings, which can be categorized into five primary resources: 1) Natural Resources: Bangkok is adorned with both naturally occurring and human-made attractions that serve as magnetizing elements for tourists. The city's landscape is punctuated by the majestic Chao Phraya River, an intricate network of canals, lush parks, and expansive public gardens, all of which contribute to the city's natural allure. 2) Cultural Resources: The city's rich tapestry of cultural heritage is embodied in its significant historical landmarks and places of worship, including temples and museums. Bangkok's architectural marvels, adorned with stunning murals, not only showcase artistic excellence but also carry profound historical significance, offering a window into the city's past. 3) Expo Resources: Bangkok is a vibrant hub for a myriad of activities, ranging from music festivals, exhibitions, and parties to art shows and other cultural events. These expos are a testament to the city's dynamic cultural scene, attracting tourists with diverse interests. 4) Activity Resources: The city's premier department stores and shopping centers offer a luxurious shopping experience right at the heart of Bangkok. These venues, along with markets, convenience stores, and shops specializing in souvenirs and local products, cater to the varied shopping needs and preferences of visitors, providing an endless opportunity for retail therapy. 5) Service Resources: Bangkok's tourism appeal is further enhanced by its exceptional service standards. Tourists can enjoy exemplary services across restaurants, hotels, and travel sectors, ensuring a comfortable and memorable stay in the city. According to A2, "Bangkok stands out as a pivotal and accessible hub within the region, enriched by a diverse blend of culture, nature, products, and services that captivate Muslim tourists. This diversity aligns perfectly with global tourism trends, which emphasize tourism, nature, culture, healthy food, and creative tourism, all aimed at enriching life and travel experiences." Echoing the sentiment, A4 remarked, "Bangkok holds the title of the world's most visited city. It boasts the finest street food globally and is the foremost choice for individuals worldwide who seek to combine work and travel." And B6 mentioned, "Key event and phenomenon-based tourism resources include Halal Food Festivals, Thai Food Festivals, International Food Festivals, Seafood Festivals, and festivals celebrating Thailand's delicious fruits like durian, mangosteen, and mango, which hold particular appeal for Muslim tourists." In a similar vein, C1, C2, and C5 noted, "Cultural attractions favored by Muslim tourists are significantly influenced by the rich diversity of food culture. Popular destinations include street food venues, Walking Streets, Night Bazaars, the Halal Charoen Krung Market, and Chatuchak Market."

4.1.2 Guidelines for developing marketing strategies for Muslim tourists in Bangkok

1) Product

Guidelines for developing product marketing strategies for Muslim tourists in Bangkok include a variety of tourism products. A6 highlighted "the critical role of tourism activities in crafting effective marketing strategies. This includes the organization of diverse events, such as museum tours within the Ratchadamnoen vicinity, exhibitions that promote community-engaged homestays and in-depth studies into



the lifestyles and conditions of historical Muslim communities. Furthermore, the establishment of Halal Tourism Paths, coupled with the creation of Slow Life travel packages tailored to Islamic principles, underscores the importance of integrating culturally and religiously sensitive offerings into the tourism portfolio.” and A2 further presented that “new tourism products that can increase tourism for Muslim tourists are new products or new types of services. To strengthen strengths in tourism activities, for example, the One Household Product Project International Halal Food Walking Street Activities products and food of each community”. And A3 further presented the story-telling project of tourist attractions in Bangkok. There are a variety of activities organized to suit the area. There is a variety of communication options that cater to the interests of tourists. Explore and collect information on new, modern tourism resources and improve them to suit tourist attraction. The same as B2 mentioned: “Market positioning of resources to be appropriate and different, valuable, and valuable in presenting to tourists. Through upgrading souvenir products,” C1 was added. “In terms of using online media to disseminate good things in the community, building confidence among Muslim tourists. It clearly shows that it is not contrary to religious principles. But it can attract attention, such as by creating a restaurant campaign. Makes it clear that Halal products are unambiguous. It will create confidence, encourage repeat purchases, and encourage people to travel to the area again.”

2) Price

Guidelines for developing price marketing strategies for Muslim tourists in Bangkok are available. A1 stated, “Price tourists are divided into 4 groups: budget tourists; who offer tourists travel at low prices and low-quality tourism. Tourists in the market price group in the beginning may be set at a low price but with high quality. To penetrate the tourist market that has never traveled to Bangkok. Tourists with elite prices It is a group that sets high prices for tourism. Receive a moderate level of quality in terms of tourism services and tourists, the price of quality products, such as the project to develop services for high-end customers to make Muslim tourism add value in price along with the value of each community,” and C3, C5, and C6 were added. “Controlling the prices of goods and services to be fair for foreign tourists”

3) Place

Guidelines for developing marketing strategies for distribution channels for Muslim tourists in Bangkok, as presented by A6: “Support from the public and private sectors by creating awareness of products, services, and tourist attractions To stimulate tourism, such as by organizing festival activities and local traditional events each month Creating popularity of secondary tourist provinces, such as advertising and public relations and promotion of travel packages in collaboration with the private sector”, and B3 presented that “current sales channels can be created through many channels, such as websites and Google pages (both SEO and Google My Business), E-commerce or Marketplace which Social Media Marketing or Social-commerce such as Facebook, LINE, Twitter, YouTube and TikTok.”

4) Promotion

Guidelines for developing a marketing strategy for promoting marketing for Muslim tourists in Bangkok, as A4 presented, “There should be a campaign using media to publicize tourist attractions in the form of Digital Marketing (Virtual) Online, Platform. and Traditional Platform to distribute news to all groups of people,” and A3 added that “Public relations of new tourist attractions in the vicinity, there are tourist attractions that allow local people to present tourist attractions and act as tour guides to provide historical knowledge. as well as presenting products from tourist attractions”, and B1 commented “Creating a Muslim tourism brand Halal online marketing image development Halal branding and creating a variety of activities and international food,” B6 also commented. “Adding stories to the store and products is one of the most



important things. Foreign tourists, regardless of nationality, often pay attention to stories about what they are interested in, helping to attract more tourists to our products.”

5) Person

Guidelines for developing a personal marketing strategy for Muslim tourists in Bangkok, as presented by A5 “Drawing people to tourist destinations to participate in tourism development planning. A sustainable tourism network has been created. Receive opportunities for tourism support from the government, the private sector, and various organizations. Creating collaborative learning media for people in tourist destinations So that everyone can be involved and understand together. Including creating pride and cooperation in developing tourist attractions together,” and A4 commented. “Developing tourism personnel that will help meet the specific needs of tourists. Including the need to create understanding with personnel regarding the basic principles of Islam. Rules for living Including basic principles in order to be able to serve tourists smoothly,” C6 also commented. “Service providers should know and understand Islamic principles. This is to prevent wrongdoing.”

6) Facilities

Guidelines for developing a marketing strategy for facilities for Muslim tourists in Bangkok, as B5 proposed, “There should be a project to improve access to tourist attractions, such as interpretive signs. Including various public places such as toilets and buildings. Moreover, the most important thing about traveling for Muslim tourists is that there must be a place to practice religion. The main religious duty is prayer,” as C4 also commented. “Amenities that facilitate the travel of Muslim tourists include prayer showers and prayer rooms, as well as halal restaurants. A tourist attraction that does not conflict with religious principles.”

7) Service

Guidelines for developing marketing strategies for services for Muslim tourists in Bangkok, as B3 presented, “Bangkok has the potential to have easy access to the area, with roads, signposts, and public shuttles. That facilitate tourists,” and C6 commented, “Providing a prayer room for tourists who wish to perform religious duties during their travels,” as A6 also commented. “Upgrading tourism services to international standards Promoting Thai hospitality service provider personality, especially the development of specific infrastructure for halal tourism.”

4.2 Discussion

The study culminated in strategic conclusions for policies and directives aimed at enhancing tourism promotion, particularly for Muslim visitors. The outlined policies encompass:

1) Budget Allocation Policy: Implementing an integrated plan for Muslim tourism promotion projects.

2) Public Relations Policy: Promoting travel routes tailored to Muslim groups.

3) Cross-Border Travel Facilitation Policy: Easing travel across borders.

4) Cultural Exchange Policy: Encouraging cultural exchanges.

5) Halal Creation Policy for Entrepreneurs: Assisting Businesses in Offering Halal Options.

6) Tourism Safety Policy: Ensuring safety for tourists includes: (1) Development of Muslim tourism professionals to enhance service quality. (2) Creation of Halal routes, ensuring Muslim tourists can travel according to their religious beliefs. (3) Provision of ample Halal food services that adhere to religious principles. (4) Establishment of places for religious practices to accommodate the spiritual needs of Muslim travelers. (5) Availability of clean bathroom facilities to meet hygiene standards. (6) Promotion of Halal culture to enrich the tourism experience. (7) Ensuring tourist attractions are convenient, clean, and secure. (8)



Introducing new tourism programs to keep the offerings fresh and engaging. (9) Active promotion of Halal tourism to attract more Muslim visitors. (10) Improved transportation convenience to facilitate easy travel. And (11) Expansion of products and services to cater to a broad range of needs and preferences. (Ministry of Tourism and Sports, Thailand, 2019) Aligned with the strategic plan to promote and develop tourism potential for Muslim tourists for the 5-year period (2023-2027) in terms of plans to increase market opportunities and create awareness, Thailand is ready to welcome the Muslim market to entrepreneurs and tourists in target countries (Department of Tourism, Thailand, 2023)

The research team discussed the results of this research. The travel behavior of Muslim tourists visiting the Bangkok area can be studied as a guideline for developing marketing strategies for Muslim tourists in Bangkok, which is a popular destination for this group of tourists.

4.2.1 Travel behavior of Muslim tourists traveling in the Bangkok area

Observations on the travel preferences of Muslim tourists in Bangkok reveal their inclination towards a diverse range of attractions and activities:

1) Natural Tourist Attractions: They show a keen interest in both naturally occurring and human-engineered attractions, including rivers, canals, and parks. These natural landscapes offer serene environments that are highly sought after.

2) Cultural Resources: Muslim tourists are drawn to significant historical sites and places of worship, such as temples and museums. Bangkok's offerings in this category are particularly appealing due to their architectural beauty, intricate murals, and historical significance, providing a deep dive into the cultural heritage of the region.

3) Expo Resources: The vibrant scene of music festivals, exhibitions, parties, art shows, and other cultural events in Bangkok captures their interest, offering rich experiences that blend entertainment with cultural immersion.

4) Activity Resources: The city's premier department stores and markets are a magnet for those looking to indulge in luxury shopping or to explore local markets and convenience stores for souvenirs and authentic local products, providing a comprehensive shopping experience right in the city's heart.

5) Service Resources: High standards of service in restaurants, hotels, and travel services significantly enhance the travel experience for Muslim tourists. The quality of service is a pivotal aspect of their satisfaction, encompassing the hospitality and convenience offered throughout their stay.

Similar to the research of Dejawit Nilwan et al., (2016), it was stated that popular forms of tourism for Muslim tourists include business tourism and shopping. Nature and family tourism and cultural tourism. And the research of Islam and Karkkainen, (2013) adds that Islamic tourism focuses on factors relevant to Muslims, including places, products (places to stay, food and drink), dimensions (e.g., economy, culture, religion), and service arrangements. (Marketing and Ethical Issues), while the Department of Tourism, Thailand, (2022), states that food tourism that is friendly to Muslim tourists It is considered an important tourism factor. The tourists will experience the culture through the famous food of Thailand.

4.2.2 Guidelines for developing marketing strategies for Muslim tourists in Bangkok

Intensifying marketing efforts to position Bangkok as a global hub for halal tourism aligns perfectly with the National Economic and Social Development Board's Creative Economy concept, which emphasizes economic activities rooted in leveraging natural and cultural assets alongside creativity, innovation, and technology. These elements serve as pivotal marketing tools designed to craft products and services that not only add value to society and communities, but also aim to establish Thailand as a leading center for halal tourism within the next decade. This ambition reflects a broader vision to transform Thailand into a premier international tourism destination. Through an analysis of strategies for developing marketing approaches for



Muslim tourists in Bangkok, seven distinct methods have been identified, each contributing to the overarching goal of enhancing Thailand's appeal and readiness to serve the global halal tourism market, such as

1) Developing tourism products that cater to Muslim tourists traveling to Bangkok involves enhancing their overall travel experience and satisfaction by introducing a range of activities that are considerate of their cultural and religious values. Demonstrating how these tourism products or services align with Islamic principles is pivotal in capturing their interest and establishing trust. This approach not only signals Bangkok's commitment to inclusivity and respect for diverse cultural backgrounds but also positions the city as an attractive destination for Muslim visitors, fostering a sense of welcome and belonging.

2) Strategizing pricing for Muslim tourists visiting Bangkok involves segmenting them into different categories based on their budget and preferences, ensuring a tailored and effective response to the diverse needs of each group. This segmentation is outlined at four distinct levels: Level 1 Budget Segment: This level caters to tourists looking for affordable travel options. It's designed for those who wish to economize while still enjoying the tourism experience. This segment is ideal for travelers who prioritize affordability without compromising on the essence of their travel. Level 2 Market Penetration Price Segment: Employing a strategy that initially sets lower travel prices to attract tourists who have not previously visited Bangkok. Despite the low prices, the quality of tourism offered is high, aiming to broaden the customer base and spark interest among new target markets. Level 3 Elite Price Segment: This category adopts a high-pricing strategy for its tourism offerings, assuring tourists of a moderate to high level of quality and services. It's tailored for those seeking an exceptional and luxurious travel experience, offering something distinctly special. And Level 4 Quality Price Segment: Concentrating on delivering superior customer service and high-quality attractions, this group meets the sophisticated demands of tourists. It focuses on providing an upscale travel experience, emphasizing the finest standards in service and offerings.

3) Distribution channels in today's era have various channels to increase access and convenience in distributing tourism products and services. The key channels include: (1) Websites and Search Engine Optimization (SEO): Leveraging websites with effective SEO strategies, including Google My Business, significantly boosts online visibility and searchability. This makes it easier for Muslim tourists to find relevant information, accommodations, and halal services in Bangkok. (2) E-commerce or Marketplaces: Utilizing online platforms for the direct sale and distribution of products and services streamlines the booking process. This approach offers a convenient shopping experience, from booking tours to reserving halal-friendly accommodations and experiences. And (3) Social Media Marketing or Social-commerce: Platforms like Facebook, LINE, Twitter, YouTube, and TikTok are instrumental in generating interest and facilitating purchases. They serve as powerful marketing communication tools that are highly accessible and effective in today's digital age.

4) Marketing promotion strategies, especially for enticing Muslim travelers, hinge on the pivotal role of cultivating brand and image awareness, with a special focus on tourism and halal marketing.: (1) Enhancing Attraction Appeal: elevating the allure of tourist spots, activities, and the broad spectrum of products and services available. And (2) Storytelling: Crafting engaging narratives around destinations, experiences, and halal offerings is key.

5) To cater effectively to the specific requirements of Muslim tourists, it is essential to focus on the development and training of tourism and service personnel. This training should encompass the following: (1) Understanding Basic Islamic Principles: Equipping staff with knowledge of the core beliefs and values in Islam. This foundational understanding fosters respect and mindfulness in interactions with Muslim visitors. And (2) Familiarity with Muslim Practices: educating personnel on the basic practices and cultural nuances



of Muslim communities. This includes awareness of prayer times, dietary restrictions (such as halal dietary laws), and considerations for modesty and gender interactions.

6) Facilities aimed at accommodating Muslim tourists should prioritize enhancements and provisions that align with their specific cultural and religious needs. Key areas of focus include: (1) Interpretive Signage and Amenities: Implementing clear, informative signage and well-equipped public facilities can significantly improve communication and convenience for Muslim visitors. (2) Designated Prayer Areas: Allocating dedicated spaces for prayer within tourist attractions, hotels, and public areas demonstrates a profound respect for and understanding of Islamic practices. (3) Halal Food Options: Offering a wide range of quality Halal food options is essential and enriches their culinary experience. And (4) Religiously Considerate Tourism Activities: Involves mindful planning of tours, events, and experiences that respect the religious beliefs and practices of Muslim tourists.

7) Focusing on services entails crafting an environment of convenience and directly addressing the unique requirements of specific tourist groups. In the context of accommodating Muslim tourists, service development and provision should be comprehensive, covering various facets to ensure a seamless and respectful travel experience. Key areas of focus include: (1) Accessible Tourist Areas: Enhancing the accessibility of tourist sites for Muslim visitors, ensuring that transportation and entry are convenient and barrier-free. (2) Prayer Facilities: Offering designated prayer spaces within tourist attractions, accommodation venues, and public areas. These facilities should be clean, quiet, and appropriately segregated. (3) International Service Standards: elevating service levels to meet or exceed international standards, ensuring that the needs of Muslim tourists are met with professionalism and excellence. And (4) Quality and Respectful Service: Staff should demonstrate understanding and accommodation of religious practices, dietary laws (such as Halal requirements), and cultural preferences.

Creating guidelines for developing marketing strategies for Muslim tourists to attract this group of tourists to travel in Thailand, as Thaksina Saenyen et al. (2018) said, the most important thing is communication, such as advertising and public relations. Marketing directly to target tourist groups. In order to create awareness that it is a tourist destination that is friendly to Muslim tourists, and Sureerat Chukaew et al. (2015). added that the methodology – for making a marketing plan for Halal Tourism are; supporting all restaurants to get Halal certification standard should have executed, and also increasing the number of Halal restaurants. Hotel rooms should have direction signs for praying, as it is indispensable for tourists from Muslim countries. And the impression it leaves on to the tourists is one of the factors that can bring about the word-of-mouth strategy. Salman Yousaf and Fan Xiucheng (2018) also add to the same point that the use of different marketing strategies by the tourism bureau websites to promote Halal cuisines and additional Halal facilities to attract Muslim tourists.

5. References

- Battour, M., & Ismail, M. N. (2016). Halal Tourism: Concepts, Practices, Challenges and Future. *Tourism Management Perspectives*, 19, 150-154.
- Chukaew, S., Chanin, O., Charatarawat, J., Sriprasert, P., & Nimpaya S. (2015). "Increasing Halal Tourism Potential at Andaman Gulf in Thailand for Muslim Country." *Journal of Economics, Business and Management*, 3(7), 738–741. Retrieved January 12, 2024, from <https://www.joebm.com/papers/277-T20002.pdf>.
- Dejawit Nilwan. (2016). The Competencies Development for Chiang Mai Travel Agencies in Halal Tourism: The Potential Increase of halal tourism in Chiang Mai Province. Retrieved January 12, 2024, from http://tourismlibrary.tat.or.th/medias/RDG5750020V03_full.pdf.



- Department of Tourism, Thailand. (2016). *Halal Tourism Route Guide Halal Tourism*, Retrieved January 12, 2024, from <https://www.dot.go.th/news/inform/detail/364>.
- Department of Tourism, Thailand. (2022). *Ministry of Tourism and Sports Department*. Bangkok: 21 Century Co.,Ltd.,
- Department of Tourism, Thailand. (2023). *Strategic Plan for Promoting and Developing Tourism Potential for Muslim Tourists (2023-2027)*, 30, Retrieved January 12, 2024, from plan.rmutr.ac.th/wpcontent/uploads/2023/09/rmutr_plan_pp_TourismStrategicInformation.pdf.
- Dinar Standard. (2023). *Global Islamic Fintech Report 2023/24*. Retrieved January 12, 2024, from <https://salaamgateway.com/specialcoverage/islamic-fintech-2023>.
- Islam, A. and Karkkainen, L. (2013) *Islamic tourism as a prosperous phenomenon in Lapland*. Degree Program in Tourism, University of Applied Sciences.
- Ministry of Tourism and Sports, Thailand. (2019). *The Ministry of Tourism and Sports promotes the pilot area for the ultimate Muslim tourism route "Andaman Way" to stimulate the southern tourism economy*, Retrieved January 12, 2024, from <https://www.mots.go.th/News-view.php?nid=12236>
- Saenyen, T., Siricharuanan, T., Haaso, A., & Khathangchon, S. (2018). Marketing trend in Friendly Muslim tourism. *Journal of Pacific Institute of Management Science*, 4(1), 286–297. Retrieved January 12, 2024, from <https://so05.tci-thaijo.org/index.php/pacific/article/view/178006/126634>.
- Salman, Y., & Fan, X. (2018). "Halal culinary and tourism marketing strategies on government websites: A preliminary analysis." *Journal of Tourism Management Perspectives*, 68, 423-443. Retrieved January 12, 2024, from <https://www.sciencedirect.com/science/article/abs/pii/S0261517718300827>.
- The Mastercard - Crescent Rating (2023). *Global Muslim Travel Index*, Retrieved January 12, 2024, from <https://mastercardcontentexchange.com/news/media/hhnem312/mastercard-crescentrating-gmti-2023-report-1st-june-2023v2.pdf>.