



## SHORT COMMUNICATION

### CONSUMER ETHICS AND SUSTAINABILITY IN MUSLIM-FRIENDLY TOURISM: ALIGNING RELIGIOUS PRINCIPLES WITH GLOBAL DEVELOPMENT GOALS

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#### ABSTRACT

This summarizes presentations at International Halal Conferences, which explores the intersection of consumer ethics, sustainability, and religious principles in the context of Muslim-friendly tourism (MFT). It examines the growing market for MFT, its alignment with sustainable development goals (SDGs), and the role of consumer ethics in supporting its growth. The study highlights the importance of cultural sensitivity, environmental responsibility, and social inclusivity in creating a welcoming environment for Muslim travelers while contributing to sustainable tourism practices. By analyzing the relationship between MFT and SDGs, this research demonstrates how religious-based tourism can contribute to broader global development objectives.

**Keywords:** *Muslim-Friendly Tourism, Consumer Ethics, Sustainability, Islamic Principles, Sustainable Development Goals*

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## Introduction

The global tourism industry has witnessed a significant growth in Muslim-friendly tourism (MFT), a sector that caters to the specific needs and preferences of Muslim travelers while adhering to Islamic principles. This paper examines the concept of MFT, its market potential, and its alignment with sustainable development goals (SDGs). Furthermore, it explores the role of consumer ethics in supporting and promoting MFT, emphasizing the importance of cultural sensitivity and environmental responsibility.

## Background

Muslim-friendly tourism is defined as tourism that offers products or services in line with Islamic principles, regardless of the destination's religious affiliation. This concept encompasses various aspects of travel, including accommodation, food and beverage services, transportation, and recreational activities. The MFT market has shown substantial growth potential, with projections estimating a market size of \$324.50 billion by 2030, driven by the increasing Muslim population and their travel propensity.

## Consumer Ethics and MFT

Consumer ethics play a crucial role in supporting and promoting MFT. These ethical considerations include fairness and honesty in interactions with service providers and local communities, as well as social responsibility and support for community development initiatives. Environmental sustainability and eco-friendly practices are also integral components of consumer ethics in MFT. Additionally, respect for consumer rights and cultural sensitivity, along with transparency and accountability in business practices, contribute to creating a more sustainable, equitable, and ethical marketplace for Muslim travelers and service providers alike.

## Alignment with Sustainable Development Goals

The study identifies nine SDGs that align closely with MFT principles. These include Gender Equality (SDG 5), Clean Water and Sanitation (SDG 6), Reduced Inequalities (SDG 10), Sustainable Cities and Communities (SDG 11), Responsible Consumption and Production (SDG 12), Life Below Water (SDG 14), Life on Land (SDG 15), Peace, Justice, and Strong Institutions (SDG 16),



and Partnerships for the Goals (SDG 17). This alignment demonstrates how MFT can contribute to broader global development objectives while maintaining its focus on Islamic principles.

## Conclusion

Consumer ethics play a significant role in supporting Muslim-friendly tourism by promoting respect, understanding, and accommodation of Muslim cultural and religious practices. The alignment of MFT with multiple SDGs highlights its potential to contribute to sustainable global development. As the MFT sector continues to grow, it is essential for stakeholders to prioritize ethical practices and sustainability to ensure long-term success and positive impact on host communities and environments.

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