

## Call for Papers



### *International Journal of Islamic Marketing and Branding*

## **ILTC 2019: Special Issue on: "Sustaining Global Development Goals through Language, Education and Tourism from an Islamic Marketing and Branding Perspective"**

#### *Guest Editors:*

Assistant Prof. Samshul Amry Abdul Latif and Prof. Ahasanul Haque, International Islamic University Malaysia, Malaysia  
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Islamic tourism and hospitality is an emerging, innovative and very dynamic concept (MasterCard-CrescentRating, 2018; Othman, Gaffar, & Setiyorini, 2017). Islam encourages travelling and exploration among its devotees to seek knowledge, enrich experience and improve personal character (Othman et al., 2017), and is considered as Ibadah. Islamic tourism involves tourism activities, development of products and services, marketing strategies which are shaped according to Islamic values, and principles and guidelines targeting Muslim tourists for knowledgeable and holistic travel (Othman et al., 2017).

The Muslim travel market is a fast growing market reaching US\$220 billion by year 2020, and it is expected to grow further to US\$300 billion by 2026 (MasterCard-CrescentRating, 2018). Since it is one of the world's most lucrative and highest-spending tourist markets, there is a dire need for tourism destinations, businesses and travel-related entities to proactively develop effective marketing strategies to attract this segment, while taking consideration of the seventeen Sustainable Development Goals to end poverty, fight inequality and injustice, and address environmental issues (Dariah, Salleh, & Shafiai, 2016).

With a growing global presence and the increasing movement of Muslim tourists and travellers, the need to understand Islamic tourism marketing and branding becomes essential since new trends, patterns and behaviours emerge as a result of marketplace dynamism. Consequently, as the Muslim tourism demand and market grows, there is also a pressing need to understand the Muslim tourists and their behaviour, as well as the branding of tourism products and services.

This Special Issue calls for academic research articles focusing on marketing and branding issues from the perspective of Islamic, Halal and/or Muslim -friendly tourism and hospitality in line with UNESCO's sustainable development goals. This special issue encourages contributions and participation which may include Muslim tourists or consumer behaviour, destination marketing, Islamic tourism and Islamic perspectives in tourism and hospitality.

The targeted readership is not limited to academics but includes and is not not limited to

- Islamic tourism and hospitality industry interests
- Islamic, Muslim-friendly and/or Halal businesses industry players
- Government ministries and agencies worldwide
- Universities, colleges and education facilities
- Corporations and non-profit organisations

The Guest Editors will be inviting substantially extended versions of selected papers presented at the [International Languages and Tourism Conference 2019 \(ILTC 2019\)](#) for review and potential publication, but are also inviting other experts to submit articles for this call.

#### **References**

- Dariah, A. R., Salleh, M. S., & Shafiai, H. . (2016). A New Approach for Sustainable Development Goals in Islamic Perspective. In 3rd Global Conference on Business and Social Science - 2015, GCBSS 2015 (Vol. 219, pp. 159–166). Kuala Lumpur: Elsevier. <https://doi.org/10.1016/j.sbspro.2016.05.001>
- MasterCard-CrescentRating. (2018). Global Muslim Travel Index 2018.
- Othman, N., Gaffar, V., & Setiyorini, H. P. D. (2017). Comparative analysis of Islamic quality standard hotels in Malaysia and Indonesia. *International Journal of Islamic Marketing and Branding*, 2(3), 232. <https://doi.org/10.1504/ijimb.2017.10008831>

## Subject Coverage

Suitable topics include, but are not limited, to the following:

### Tourism

- Sustainable tourism planning and management
- Sustainable tourism policy and strategies
- Climate and tourism
- Culture and heritage in tourism
- Creative industry in tourism
- Gastronomy and culinary arts in tourism and hospitality
- Tourism and hospitality management
- Consumer behaviour in tourism and hospitality
- Tourist consumer behavior
- Destination marketing
- Islamic finance and tourism
- Tourism from an Islamic perspective
- Language usage in tourism settings
- Cognitive aspects of the language for tourism

### Education and tourism

- Teaching and learning for language, tourism and hospitality
- Career paths in language, tourism and hospitality
- Interdisciplinary approaches in teaching languages for tourism
- Methods in language for tourism
- Literature and tourism
- Needs analysis in languages for tourism
- Tourism and hospitality education

### Languages and tourism

- Communication studies
- Intercultural studies
- Discourse studies
- Genre analysis
- Gender studies
- Language policy and planning
- Media studies
- Rhetoric
- Sociolinguistics
- Translation studies
- Assessment and evaluation
- Semantics
- Stylistics
- ESP

### Notes for Prospective Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. Conference papers may only be submitted if the paper has been completely re-written and if appropriate written permissions have been obtained from any copyright holders of the original paper).

All papers are refereed through a peer review process.

All papers **must be submitted online**. To submit a paper, please read our [Submitting articles](#) page.

### Important Dates

Manuscripts due by: *18 November, 2019*

Notification to authors: *18 February, 2020*

Final versions due by: *18 May, 2020*

URL:

<https://www.inderscience.com/info/ingeneral/cfp.php?id=4710>