

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**MASTER OF TOURISM MANAGEMENT**

**TOURISM COLLABORATION AND PARTNERSHIP (HTT770)**

**INDIVIDUAL ASSINGMENT**

**ARTICLE REVIEW**

THE SIGNIFICANCE OF PARTNERSHIP

AS A MARKETING STRATEGY FOR

ISLAMIC SPIRITUAL TOURISM

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Article Reviewed:

Farooq Muhammad Haq, (2014),"The significance of partnership as a marketing strategy for Islamic spiritual tourism", Journal of Islamic Marketing, Vol. 5 Issue 2 pp. 258 – 272.

Based from the article "The significance of the partnership as a marketing strategy for Islamic spiritual tourism", by Farooq Muhammad Haq (2014), explained the relationship between marketing strategy of stakeholders and Islamic tourism by interviewing stakeholders on the supply side of Islamic tourism. This article also presents the Islamic spiritual tourism, that touch the Islamic and Halal tourism. The stakeholder which refers to the statements by the author in this article are public and private tourism providers, their agencies, destination managers, media players, transportation and accommodation providers, Islamic institutions and Madrassas.

It is clear from the introduction of this article that spiritual tourism is a new word in tourism studies. Base from Haq and Jackson (2009) cited that in Islam, spiritual tourism is well-known as traditional custom. Finney *et al.*, (2009) state that travelling has a significant with Islamic practices, for religious, spiritual, educational or trade purposes. Scott and Jafari (2010) stated that the halal tourism is connected with the Islamic and halal brand that show the Muslim image. However, there are no studies related to the marketing perspective. Therefore, the issue that author expressed in this article is “ how significant is the partnership among stakeholders as a marketing strategy for Islamic spiritual tourism? ”.

For the literature review, the author divided the literature review into three parts which is the Islamic spiritual tourism, Islam spiritual tourism and marketing, and partnership in tourism marketing. Scott and Jafari (2010) describe nowadays literature known Islamic Tourism as travelling to places and events that connected to Islam with the intention to gain knowledge, education or appreciation of Islamic art. In this article, author also mention that the Islam spiritual tourism similar with intentions to be close to Allah. Timothy and Iverson (2006) stated three kinds of religious and spiritual travels in Islam which are Hajj /Umrah, Rihla and Ziyara. Author also stressed that the argument on Islamic marketing ranges from what is it to for whom is it to where and when it shall be applied is not within the scope of this article. Wilson (2012) defined the Islamic marketing as an acknowledgement of a God-conscious approach to marketing: from a marketer’s and/or consumer’s perspective, which draws from the drivers or traits associated with Islam”. From the observed that partnerships are already being adopted in Islamic Tourism where participants and providers are developing partnerships as to provide value for Islamic tourists. For example, that we can see during hajj, many partnerships emerge and flourish. This statement agreed by Zamani-Farhani and Henderson (2010) because we can see, the Saudi government is working in partnerships with tourism industry leaders to find and create a climate in Islamic tourism to achieve self-sufficiency.

In my point of view, this research is good and clear because the author discusses the significance of the partnership as a marketing strategy for Islamic spiritual tourism. This topic touches the marketing Islamic spiritual tourism, partnerships are required between government bodies, tourism operators and religious, spiritual, educational and social organizations. The relationship between partner will support each other with various aspects of the spiritual tourism industry. The partnerships between key players which are involved in marketing of Islamic spiritual tourism also important to create effective management of political, commercial and religious issues.