

A course book has a significant role in supporting the teaching and learning process within the classroom, including the realm of English language instruction. Providing students with suitable teaching materials customized to their needs is essential for enhancing their motivation, fostering their interest in learning, and assisting them in achieving their learning objectives. In this context, the availability of teaching materials aligned with students' areas of expertise can facilitate the development of language skills that are directly relevant to their fields of study, thereby strengthening their communication skills within specific contexts.

This course book is designed for students specializing in tourism with a specific emphasis on halal tourism. It will be utilized throughout their academic period to help them grasp and comprehend the concepts of halal tourism while learning the English language simultaneously. In essence, students will be studying English alongside their area of expertise concurrently. In the development of this instructional book, the authors have adopted the English for Specific Purposes (ESP) approach, aiming at enhancing students' competence in using the English language directly within the context of their field of study. This includes the development of skills; speaking, reading, listening, writing, and comprehending the two other language components, namely vocabulary and grammar.

In order to achieve the aforementioned goals, the authors have designed 14 (fourteen) units of instructional content, covering a range of topics related to halal tourism, and completed with diverse activities and exercises. It is hoped that all of the topics and activities will help students comprehend their field of study and facilitate the process of learning English. The content within this book is adapted from a variety of sources that have been carefully selected based on their relevance, ease of comprehension, and readability. Therefore, this instructional book is expected to serve as a guide for instructors in conducting their teaching activities.

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English For HALAL TOURISM



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ENGLISH FOR HALAL TOURISM


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English for Halal Tourism

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PREFACE

First of all, the authors wish to convey their deepest gratitude to Allah S.W.T. for His blessings and mercies, enabling them to write this educational resource. Additionally, the authors express thanks to the Center for Research and Community Engagement at UIN Mataram for valuable support and assistance in facilitating the research that culminated in the development of this teaching material. Furthermore, sincere appreciation is extended to all individuals who have made significant contributions, although it is impractical to mention each one individually, their collective efforts have been instrumental in the successful completion of this instructional tool.

A course book has a significant role in supporting the teaching and learning process within the classroom, including the realm of English language instruction. Providing students with suitable teaching materials customized to their needs is essential for enhancing their motivation, fostering their interest in learning, and assisting them in achieving their learning objectives. In this context, the availability of teaching materials aligned with students' areas of expertise can facilitate the development of language skills that are directly relevant to their fields of study,

thereby strengthening their communication skills within specific contexts.

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In order to achieve the aforementioned goals, the authors have designed 14 (fourteen) units of instructional content, covering a range of topics related to *halal tourism*, and completed with diverse activities and exercises. It is hoped that all of the topics and activities will help students comprehend their field of study and facilitate the process of learning English. The content within this book is adapted from a variety of sources that have been carefully selected based on their relevance, ease of comprehension, and readability. Therefore, this instructional book is expected to serve as a guide for instructors in conducting their teaching activities. The authors acknowledge that this teaching material is far from being perfect; therefore, constructive feedback and suggestions from all sides are greatly welcomed.

Mataram, 2024

Authors

COURSE OVERVIEW

- A. **Course Name** : English for Halal Tourism
- B. **Course Duration** : 1 Semester
- C. **Target Audience** : Tourism Students
- D. **Course Description** : This course is primarily designed to provide students with the essential English language skills required for effective communication in the context of halal tourism. More specifically, it helps students to develop their communication abilities and improve their proficiency in the four English language skills: listening, speaking, reading, and writing, complemented by knowledge of language components: vocabulary and grammar. These language skills and components will be integrated in its implementation.

- E. Objectives** : By the end the course, the students are expected to be able to:
- discuss a number of topics related to halal tourism;
 - comprehend various texts pertinent to halal tourism;
 - understand information presented in multiple videos pertaining to halal tourism;
 - compose a paragraph related to the topic of halal tourism;
 - understand and use grammatical structure related to the topics discussed;
 - understand and use vocabulary related to the topic discussed;

- F. Topics** :
- Islam and Tourism
 - Concept of Halal Tourism
 - Components of Halal Tourism
 - Muslim Friendly Accommodation
 - Halal Food Tourism
 - Syariah Complaint Airline
 - Global Trend in Halal Tourism
 - Promotion and Marketing of Halal Tourism
 - Prospect of Halal Tourism
 - Current Practice of Halal Tourism

- Challenges and Future of Halal Tourism
- DSN MUI and Local Regulation of Halal Tourism
- Islamic Tradition and Religious Culture in halal Tourism
- Tourism Industry in UEA

G. Assessment

- :
- Weekly Quizzes
 - Oral Presentations
 - Written Assignments
 - Mid Test
 - Final Test

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UNIT 1

ISLAM AND TOURISM

- **Speaking:** discussing travelling in Islam, Islamic view on travelling
- **Reading Comprehension:** understanding tourism in Islam, relation between Islam and tourism.
- **Vocabulary Focus:** recognizing and using vocabulary related to the topic.
- **Listening:** understanding information from a video related to the topic
- **Writing:** writing a paragraph about the reason why tourism is important.
- **Grammar Focus:** understanding and using simple present tense.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- a. Do you often travel?
 - b. What are the Islamic terms for traveling?
 - c. Mention two common examples of travel in Islam.
 - d. What are the benefits of traveling in Islam?
 - e. What hadith said about traveling?
- 2. Find information from internet or other sources and discuss with a partner *“Islamic View on Traveling.”***

B. READING COMPREHENSION

1. Read the text about *Islam and Tourism*

Islam acknowledges the significant role of travel or tourism in sustaining human life. Islam uses a variety of terminology to describe tourism. *Siyaha*, which derives from the Arabic word *saba*, is the word that is most frequently used to refer to tourism, meaning to move or to or flow. The term *siyaha* refers to a person's journey from one place to another for a touristic purpose. It may also refer to visiting a place or country for entertainment or to have a new experience.

Allah SWT also commands us to seek knowledge and experience through traveling as stated in Qur'an, verse 46 which says "Do they not travel through the land, so that their hearts (and minds) may thus learn wisdom and their ears may thus learn to hear? Truly it is not their eyes that are blind, but their hearts that are in their breasts. Another term associated with tourism is *hijrah* which denotes the process of moving or migrating to Mecca as part of the sequence of hajj that is mandatory for qualified Muslims.

Al-rihlah, which translates to "small trip," is another term that can be used to describe tourism. It is specifically used to refer to traveling for business and educational purposes. The Muslim pilgrimage to Mecca, Medina, and Jerusalem are known as *rihlah al-muqadassah* or *rihlah al-rubiyah*, which translates to "spiritual journey," and sometimes the word *rihlah* is also associated with spirituality. Islam defines the category of travel as tourism, which is distinct from the typical practice of tourism, which is primarily driven by hedonistic pleasures and pursuits.

Several verses encourage people to travel because they can remind them of God's greatness and unity. "Walk on the earth so that you can see how Allah SWT begins creation, and then Allah makes the final event," says Allah. God has complete control over everything (QS. Al-Ankabut: 20). This verse suggests that

contemplation is one of the main purposes of tourism. Muslims are encouraged to explore the world to reflect on God's creation. The Qur'an's content contains some wisdom, such as the complete surrender to God when one realizes how small and helpless man is in comparison to God and how great His creation and grace are. Tourism should not be regarded as a waste of time in this instance.

The hadith of the Prophet Muhammad also shows the importance of travel and tourism in Islam. The hadith that Al Baihaqi narrates is the one that serves as the foundation for tourism: "From Ibn Abbas ra. proclaimed that the Prophet SAW said, Go on a trip, you will be healthy and fulfilled." Regarding this hadith, Radd Al Muhtar explained that traveling is initially permissible, it can become worship if the person who performs it intends to do good deeds such as *hajj* or *jihad* and otherwise it is going to be immoral and unlawful when the motive is to make an activity prohibited by Allah SWT such as wasting money, gambling, etc. Thus, according to Qur'an and hadith, traveling for a Muslim is allowed as long as it does not violate the guidelines established by Allah SWT.

(Taken from "Halal Tourism Trends: Case Examples in Some Asian Countries" by Nikmah Suryandari and Farida Nurul Rahmawati, 2021)

2. Answer the following questions based on the text.

- a. How many terminologies used to describe tourism on the text?
- b. What is the meaning of "Hijrah" according to the text?
- c. What does "it" in the first paragraph refer to?
- d. What is the term for traveling for business.
- e. What does the phrase "final event" in the third paragraph mean?
- f. What is the purpose of tourism according to QS Al-Ankabut: 20?
- g. What does the fifth paragraph mainly discuss?
- h. When is traveling allowed according to Quran and Hadith?

3. Decide whether the following statements are “True (T) or False (F)” according to the text.

| Statements | | T | F |
|------------|--|---|---|
| a | Islam only recognizes the term <i>hijrah</i> for tourism. | | |
| b | Saha is the most frequently used to refer to tourism | | |
| c | Visiting a place or a country for entertainment is called <i>siyaha</i> . | | |
| d | Allah SWT allow us to search for knowledge and experience through travelling. | | |
| e | <i>Hijrah</i> is the sequence of <i>Haji</i> that is optional for Muslims. | | |
| f | Contemplation is not the purpose of tourism according to <i>Quran</i> . | | |
| g | Tourism is unlawful if the motive is to do good deeds. | | |
| h | Traveling for Muslims is permissible according to <i>Quran</i> and <i>Hadith</i> . | | |

4. Read the text again and discuss the following questions with your classmate.

- Is there any relationship between Islam and tourism?
- What do you learn from the text?

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORDS | MEANING |
|-------------|--|
| acknowledge | : to accept that something is true |
| sihaya | : the Arabic word for tourism |
| frequently | : often |
| journey | : travelling from one place to another |

| | | |
|---------------|---|--|
| command | : | to order someone to do something |
| travel | : | to go from one place to another |
| hijrah | : | the Arabic word for migration |
| sequence | : | a series of events having a particular order |
| mandatory | : | required by law |
| ar-rihlah | : | the Arabic word for a journey |
| typical | : | happening in the usual way |
| pilgrimage | : | a journey for religious reasons |
| hedonistic | : | <i>living devoted to the pursuit of pleasure</i> |
| verse | : | ayats in the holy Quran |
| contemplation | : | the act of thinking deeply about something |
| encourage | : | to give somebody support, hope |
| surrender | : | to give up something |
| proclaim | : | to show something clearly |
| hadith | : | sayings of the Prophet Muhammad |
| unlawful | : | not allowed by law |

2. Fill in the blank with appropriate word from the box

| | | |
|------------|-----------|----------|
| pilgrimage | traveling | visiting |
| creation | hijrah | tourism |

- Siyaha* refers to a place or country for entertainment or to have a new experience.
- denotes the process of moving or migrating to Mecca as part of the sequence of hajj.
- The Muslim to Mecca, Medina, and Jerusalem are known as *rihlah al-muqadassah*.

- d. Walk on the earth so that you can see how Allah SWT begins
- e. Radd Al Muhtar explained that is initially permissible.
- f. can become worship if the person who performs it intends to do good deeds.

3. Find out the Indonesian equivalent for the words below.

| WORDS | EQUIVALENTS |
|--------------|-------------|
| Journey | |
| Wisdom | |
| purposes | |
| spirituality | |
| Pursuits | |
| Verse | |
| foundation | |
| Worship | |

D. LISTENING

1. Watch and listen carefully the video below

https://www.youtube.com/watch?v=TE1QRNqULr0&ab_channel=Joy_In_Islam



Ruling on tourism in Islam?



Joy_In_Islam
198 subscribers

Subscribe



3



Share



2. Answer the questions below based on the video.

- What do you think the speakers are talking about?
- In what condition tourism can be done in Islam?
- What is tourism in Islam according to the speakers?
- What is mandatory tourism according the speaker?
- When does tourism become prohibited?
- Is tourism or *siyahah* prohibited or permitted according the speaker?

E. WRITING

1. Write a paragraph about *The Reasons “Why Tourism is Important.”* Then, read it out in front of the class.

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2. Translate this paragraph into Indonesian.

Al-rihlah, which translates to “small trip,” is another term that can be used to describe tourism. It is specifically used to refer to traveling for business and educational purposes. The Muslim pilgrimage to Mecca, Medina, and Jerusalem are known as *rihlah al-muqadassah* or *rihlah al-ruhiyyah*, which translates to “spiritual journey,” and sometimes the word *rihlah* is also associated with spirituality. Islam defines the category of travel as tourism, which is distinct from the typical practice of tourism, which is primarily driven by hedonistic pleasures and pursuits.

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F. GRAMMAR FOCUS

SIMPLE PRESENT TENSE

Introduction: The simple present is a verb tense with two main uses. We use the simple present tense when an action is happening right now, or when it happens regularly (or unceasingly, which is why it's sometimes called present indefinite). Depending on the person, the simple present tense is formed by using the root form or by adding *s* or *es* to the end.

| | Points | Examples |
|----------|--|--|
| Use | We use the simple present tense to talk about: (1) something that is true in the present , (2) something that happens again and again in the present, (3) something that is always true , and (4) something that is fixed in the future. | ® Islam is the religion for Muslim people. ® I travel out of town every weekend. ® Indonesia consists of thousand islands. ® The tourism expo starts next week. |
| Question | With the simple present tense, we use do and does to make questions. We use does for the third person (she/he/it) and we use do for the others. | ® Do you know some tourism objects in West Nusa Tenggara? ® Does she book the tickets online? |
| Negative | With the simple present tense we use do and does to make negatives. We use does not (doesn't) for the third person (she/he/it) and we use do not (don't) for the others. | ® They don't work for the hotel. ® He doesn't manage marketing department. |

1. Choose the correct verb from the list below to complete the following sentences. Use the correct form of the simple present tense.

| | | | |
|--------|-------|--------|-------|
| Offer | bring | travel | speak |
| Drink | eat | take | wear |
| Sleep | serve | wash | make |
| Listen | buy | watch | sell |

- a. The hotel breakfast at 7:00 every morning.
- b. He always a suit to work.
- c. People for different purpose.
- d. The travel agency..... product and services directly to the public.
- e. We usually our groceries on the weekend.
- f. Our holiday on the 26th March.
- g. Tourism exiting career and a lot of job.
- h. We often television in the evenings.
- i. He to the radio on his way to work.
- j. The manager three languages.
- k. Advertising a product to the attention of customers.
- l. She the dishes after dinner.
- m. The tour operator arrangements for rooms, meals, and transportation.
- n. It a quarter of an hour to go around the entire island.

2. Practice making questions and giving short answers in the simple present tense

Example: Do you wake up early every day? Yes, I do.

(I wake up early every day) .

1. _____

(He takes the bus to airport)

2. _____

(Jacky visits a museum once a month)

3. _____

(We like to play badminton)

4. _____

(They don't watch TV a lot)

5. _____

(He lives in an apartment)

6. _____

(She usually works from nine to one)

7. _____

(My family doesn't eat in the cafeteria)

8. _____

(The room boy speaks Arabic)

3. Pick out some sentences from the text above containing simple present tense.

- a.
.....
- b.
.....
- c.
.....
- d.
.....
- e.
.....

UNIT 2

CONCEPT OF HALAL TOURISM

- **Speaking:** discussing halal in Islam, islamic values in halal tourism.
- **Reading Comprehension:** understanding the concept of halal tourism, practice of halal tourism.
- **Vocabulary Focus:** recognizing and using vocabulary related to the topic.
- **Listening:** understanding information from a video related to the topic
- **Writing:** writing a paragraph about factors affecting the popularity of halal tourism
- **Grammar Focus:** understanding and using sentence connection.

B. READING COMPREHENSION

1. Read the text about *Halal Tourism*

It is recently noted that there is a challenge to identify the right terminologies as well as the proper clarification Halal tourism concept. At the moment the most commonly-used terms are ‘Halal tourism’ and ‘Islamic tourism’. There exists confusion regarding the two terms. As a result, the terms are often used interchangeably. However, using ‘Halal tourism’ and ‘Islamic tourism’ as the same terms could be questionable. According to one very authoritative book entitled ‘The Lawful and the Prohibited in Islam’, written by Sheikh Yusuf al-Qaradawi, a globally-respected Islamic scholar and chairman of the International Union of Muslim Scholars, the term Halal is defined as “That which is permitted, with respect to which no restriction exists, and the doing of which the law-giver, Allah, is allowed.” Therefore, the Halal term means ‘permissible’ according to Islamic teaching (*shariah* law).

From an Islamic perspective, Halal as defined above refers to any practice or activity in tourism which is ‘permissible’ according to Islamic teaching. The term ‘Islamic’ is precisely applied only to that which relates directly to the faith and its doctrines such as Islamic law, Islamic values, principles and beliefs, and Islamic worship and thus it is closer to the Arabic term *Mu’minooh*. This is because Islam indicates the faith as an ideal based on the core Islamic sources which are the Qur’an and the Sunnah of the Prophet. Moreover, another element needs to be present to make an activity ‘Islamic’ which is *niyyah* or intention. An action or activity that is accepted by God becomes Islamic when the intention of the person who performed it is to seek the pleasure of God. Therefore, an activity that is accepted by God and deserving of reward from him is categorized as ‘Islamic’. Based on the above argument, using the terms ‘Islamic’ and ‘Halal’ as if they have similar meanings is inappropriate. It would be better to use ‘Halal’ as a brand name

rather than ‘Islamic’ for any related product and service in the tourism industry.

The term halal tourism is quite new. Many people have tried to define halal tourism. One popular concept of halal tourism is that any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in the tourism industry”. The concept considers Islamic law (*shariah*) as the basis to deliver tourism products and services to the target customers who are mainly Muslims, such as Halal hotels, Halal Resorts, Halal restaurants, Halal trips, prayer facilities, separate swimming pools for men and women, free-alcohol accommodation, prayer mat and copies of the Qur’an. The concept claims that the location of the activity is not limited to the Muslim world. For that reason, it includes services and products that are designed for Muslim travelers in Muslim and non-Muslim countries. Furthermore, the definition considers the purpose of travel is not necessarily religious. It may be any of the general motivations of tourism such as recreation, leisure use, relaxation, educational experiences, and social purposes.

(Taken from “Halal Tourism: Concepts, Practices, Challenges, and Future,” by Mohamed Battour and Mohd Nazari Ismail, 2016)

2. Answer the following questions based on the text.

- a. What are terminologies used to describe Islamic tourism on the text?
- b. What does “they” in the second paragraph refer to?
- c. What is the meaning of halal from Islamic perspective?
- d. Who is the Muslim scholar that author quoted?
- e. What are some examples of halal tourism mentioned in the text?
- f. What does the second paragraph mainly discuss?

- g. What is another important component to make an Islamic activity?
- h. What are the all-purpose tourism' enthusiasms mention in the text?

3. Decide whether the following statements are “True (T) or “False (F)” according to the text.

| Statements | | T | F |
|------------|--|---|---|
| a | The right term for halal tourism is not difficult to describe | | |
| b | People know well about the most commonly-used terms in halal tourism | | |
| c | Sheikh Yusuf al-Qaradawi is the authoritative of the International Union of Muslim Scholars | | |
| d | According to the <i>shariah</i> law, halal term means ‘permissible’ | | |
| e | The term ‘Islamic’ is closer the Arabic term ‘ <i>Mu’minoan</i> ’ | | |
| f | The core of Islamic sources are the Qur>an, the Sunnah, and the <i>niyyah</i> . | | |
| g | The statement said the terms ‘Islamic tourism’ and ‘Halal tourism’ have similar meanings | | |
| h | The halal tourism includes services and products for Muslim travelers in Muslim and non-Muslim countries | | |

4. Read the text again and discuss the following questions with your classmate.

- a. Is there any practice of halal tourism in your region?
- b. What do you learn from the text?

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORD | MEANING |
|--------------------|---|
| challenge | : needing mental or physical effort |
| clarification | : further explanation or details |
| confusion | : lack of understanding |
| interchangeably | : can be exchanged |
| questionable | : probably wrong in some way |
| authoritative | : a person has special knowledge |
| <i>shariah</i> law | : The Islamic system of rules |
| precisely | : carefully and accurately |
| faith | : strong belief in God |
| worship | : to go to a religious ceremony |
| core | : The most important part of something |
| <i>niyyah</i> | : Muslim' intention to do something |
| pleasure | : a feeling of enjoyment or satisfaction |
| deserving | : given things because of your qualities |
| inappropriate | : not suitable for a particular situation |
| permissible | : allowed |
| prayer mat | : a piece of material used in praying |
| engage | : to make part of it |
| deliver | : to give, direct, or aim something |
| leisure | : the time when you are not working |

2. Fill in the blank with appropriate word from the box

| | | |
|------------|-----------|--------------------|
| niyyah | confusion | <i>syariah</i> law |
| prayer mat | faith | traveling |

- a. The interchangeably used of similar terms often make among people.
- b. determines an activity to be Islamic or not.
- c. The Muslim usually use for their worships' practice.
- d. The strong will lead the Islamic practice.
- e. Sheikh Yusuf al-Qardawi defined Halal as receivable to
- f. can be an example of tourists' motivation in general.

3. Find out the Indonesian equivalent for the words below.

| WORDS | EQUIVALENTS |
|-------------|-------------|
| permissible | |
| islamic | |
| terms | |
| defined | |
| purpose | |
| accepted | |
| activity | |
| scholar | |

D. LISTENING

1. Watch and listen carefully the video below

<https://www.youtube.com/watch?v=MqCA0qGANRI>



Halal Tourism / Islamic Tourism. What is Halal Tourism. Characteristics of Halal Tourism



Ecotourism Journey
4.69K subscribers

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70



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2. Answer the questions below based on the video.

- a. What do you think the speakers are talking about?
- b. What is important factor in considering a halal tourism?
- c. What is tourism in Islam according to the speakers?
- d. What is the aim of halal tourism?
- e. How flight can be considered as halal facilities?
- f. What aspects are needed by Muslim tourists in travelling?

E. WRITING

1. Write a paragraph about “*Factors Affecting the Popularity of Halal Tourism.*” Then, read it out in front of the class.

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2. Translate this paragraph into Indonesian.

The term *halal tourism* is quite new. Many people have tried to define halal tourism. One popular concept of halal tourism is that any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in the tourism industry”. The concept considers Islamic law (*shariah*) as the basis to deliver tourism products and services to the target customers who are mainly Muslims, such as Halal hotels, Halal Resorts, Halal restaurants, Halal trips, prayer facilities, separate swimming pools for men and women, free-alcohol accommodation, prayer mat and copies of the Qur’an.

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F. GRAMMAR FOCUS

SENTENCE CONNECTION

Introduction: The sentence connection deals changing sentence structures by connecting them. Connectors are also called conjunctive words or conjunction. They are the words that link two similar elements in a sentence. Moreover, connectors are the words which combine two words, phrases, and sentences together. There are four categories of connector, they are: Coordinating Conjunctions, Subordinating Conjunctions, Correlating Conjunctions, and Conjunctive Adverbs. Each of the conjunctions or connectors are described in the following table.

| Types | Points | Examples |
|---------------------------|--|---|
| Coordinating Conjunctions | <p>Coordinating connectors are used to link two clauses or phrases of equal status.</p> <p>The following seven of coordinating connectors are called “FANBOYS” “For, And, Nor, But, Or, Yet, So”</p> | <p>® Tourism provides a boost to local economies for it stimulates the growth of various sectors.</p> <p>® Tourism promotes cultural exchange and understanding.</p> <p>® Lusi isn’t bad, nor stupid.</p> <p>® The place is beautiful for tourism, but dirty.</p> <p>® Do you want coffee or tea?</p> <p>® This cloth is expensive, yet many people want to buy it.</p> <p>® It’s too cold today, so I won’t go out.</p> |

| | | |
|-----------------------------------|--|---|
| <p>Subordinating Conjunctions</p> | <p>Subordinating conjunctions are used to expand or explain the meaning of the main clause.</p> <p>Some types of subordinating conjunctions are “as, because, although, if, after, before, that, since, so that”</p> | <p>® Halal tourism is growing because it caters to muslim travelers.</p> <p>® Tourism has been booming since more people are eager to explore new places.</p> <p>® Tourism is designed, so that travelers can have a comfortable vacation.</p> <p>® Although she loves him, she wouldn't want to marry him.</p> <p>® My wife won't go there, if I can't come.</p> <p>® I have finished the test before the time is over.</p> <p>® We continue the work after having lunch.</p> |
| <p>Correlating Conjunction</p> | <p>These connectors can either correlate words, phrase, clause, or sentences. The main examples of correlating conjunctions are</p> <p>“both...and...”; “not only...but also...”; “either...or...”; “whether...or not...”; “neither...nor...”</p> | <p>® Both Ira and Risa wish to visit Bali for vacation.</p> <p>® Not only Mika but also Mina likes like travelling.</p> <p>® Either I or you are sick.</p> <p>® I will go there whether I'm allowed to or not.</p> <p>® Neither I nor Sita takes the book.</p> |
| <p>Conjunctive Adverbs</p> | <p>It is very similar to subordinating conjunctions. But conjunctive adverbs can be used in a variety of positions within the subordinate clauses. The kinds of conjunctive adverb are:</p> <p>“also, however, therefore, in fact, nevertheless, moreover, etc.”</p> | <p>® Tourism creates job opportunities, however it also poses challenges.</p> <p>® They bought a new car, nevertheless it was still too small for their family.</p> |

1. Choose the sentence connection from the list below to complete the following sentences.

| | | | |
|---------------|---------|-----------|--------------|
| not only/also | because | nor | or |
| neither/nor | so | therefore | but |
| either/or | after | both/and | nevertheless |
| so that | and | | |

- a. I play tennis _____ I study physics.
- b. I watch movie, _____ I do not listen to music.
- c. Do you read news, _____ do you read magazine?
- d. I don't have paper, _____ do I have pen.
- e. _____ Joni _____ Mariam plays tennis for exercise.
- f. _____ does Jaka play football, _____ plays badminton.
- g. _____ Sinta can write poem _____ she can write song. She doesn't like art.
- h. _____ Mary _____ Jake goes on Sundays. They go on Monday.
- i. She feels tired _____ she plays tennis.
- j. She wears messy clothes _____ she doesn't care about rule.
- k. She practices _____ she can get better.
- l. She eats fresh food _____ she will stay healthy.
- m. There was no light, _____ we can't see anything.
- n. What you said was right but _____ harsh.

2. Combine the following pairs of sentences with conjunctive adverbs (*however, moreover, consequently, etc.*). Be sure to use correct punctuation.

Example: Muliadi's article was incomplete. His journal was rejected.

Muliadi's article was incomplete. **Therefore**, his journal was rejected.

a. Mr. Awan is intelligent. He is well educated.

b. Yahdi did a rough outline. Yahdi wrote the report.

c. You never answer my letters. I don't like to write to you anymore.

d. Ardi and Jarwo had little money. They enjoyed life.

e. Usually, Mr. Arif goes swimming. Yesterday he went jogging.

f. We must leave a little earlier. We will miss the train.

g. I have broken my leg. I can't walk.

h. You have been working on your computer all day long.
Your eyes are red.

3. Pick out some sentences from the text above containing sentence connections.

a.

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b.

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c.

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d.

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e.

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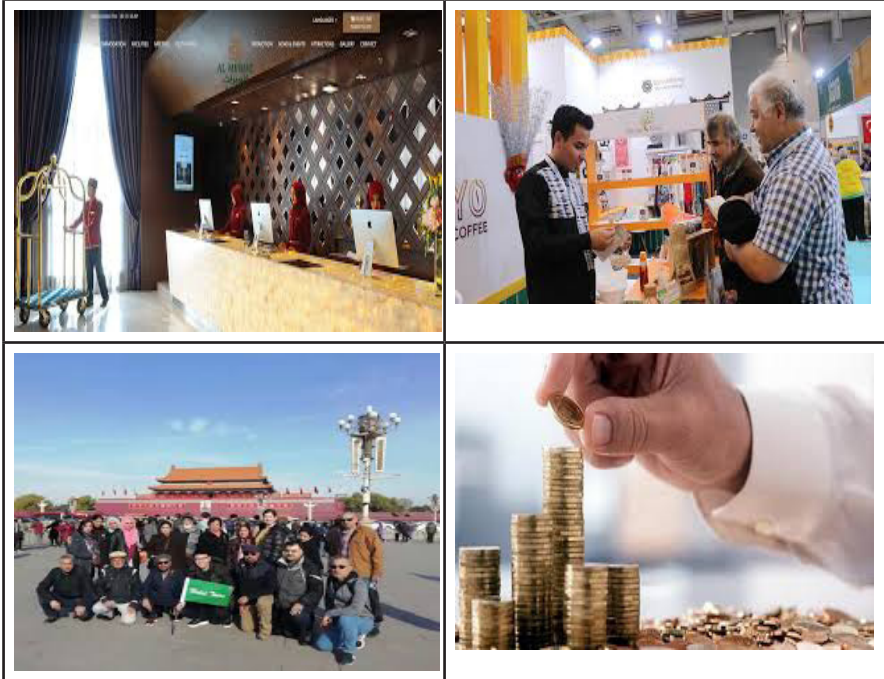
UNIT 3

COMPONENTS OF HALAL TOURISM

- **Speaking:** discussing conventional vs halal tourism, halal friendly hotel
- **Reading Comprehension:** understanding components of halal tourism, Muslims' needs in travelling.
- **Vocabulary Focus:** recognizing and using vocabulary related to the topic.
- **Listening:** understanding information from a video related to the topic
- **Writing:** writing a paragraph about the applicationsyariah principles in halal tourism.
- **Grammar Focus:** understanding and using adverbs of manner

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- a. What is the earlier idea of halal tourism?
 - b. What is the present situation in halal tourism?
 - c. What are the differences of conventional and halal tourism?
 - d. Mention some elements of halal tourism?
 - e. Give one example of halal tourism practice?
2. Find information from internet or other sources and discuss with a partner about ***“Some Common Criteria for a Halal-Friendly Hotel.”***

B. READING COMPREHENSION

1. Read the text about *Components of Halal Tourism*

Halal tourism is a recent phenomenon in the theory and practice of the global tourism industry. Traditionally, Halal tourism was often associated with *Hajj* and *Umrah* only. However, recently there has been an influx of products and services designed purposely to cater to the business and leisure-related segments of Muslim tourists across the globe.

Halal tourism as the term suggests is mainly targeting people with Islamic beliefs in particular, though it could also have a universal appeal even for the non-Muslims due to a multitude of reasons like fair pricing, peace and security, family-friendly environment and hygiene, etc. Halal tourism as a concept has been used with different names like Halal tourism, Shariah Tourism, and Muslim-friendly tourism which are used alternatively.

Particularly, the major components of halal tourism are similar to those of conventional ones like hotels, restaurants, logistics, finance, and travel packages. However, the evaluation of the value of tourism products in the case of halal tourism entails a completely different process due to the requirements of Islam. These requirements are called *Shariah* principles and at the simplest level, these principles “prohibit adultery, gambling, consumption of pork and other *Haram* (forbidden) foods, selling or drinking liquor and dressing inappropriately.” In addition, a typical Muslim is expected to do prayers regularly in clean environments and fast during Ramadan. In Islamic teachings, Muslims are also expected to abstain from unnecessary consumption and indulgence. Concerning the principles, Halal tourism is an alternative to accommodate the needs of Muslim travelers by providing halal services and facilities adequately.

Specifically, there are some major components of Halal tourism, namely:

- a. Halal Hotels. Some of the main indicators of an Islamic hotel include no alcohol, gambling, etc. Halal food only, Quran, prayer mats, and arrows indicating exactly the direction of Mecca in every room; Beds and toilets positioned so as not to face the direction of Mecca; Prayer rooms; Conservative staff dress; Islamic funding; Separate recreational facilities for men and women.
- b. Halal Transport (Airlines). Major indicators for halal transport include cleanliness, non-alcoholic drinks, and publications that are expectedly coherent with Islam.
- c. Halal Food Premises. Foods served in a restaurant have to be totally halal. All animals must be slaughtered properly according to Islamic principles. No alcoholic drinks should be served on the premise.
- d. Halal Tour Packages. The content of the tour packages must be based on an Islamic theme. The Islamic tour packages include visits to the mosque, Islamic monuments, and promotions and events during Ramadan.
- e. Halal Finance. The financial resources of the hotel, restaurants, travel agencies, and airlines have to be matched with Islamic principles. Generally, Islamic finance requires participation in sharing the profit and loss among all parties involved in this finance enterprise. Islamic finance also strictly prohibits interest.

(Taken From “Strategic Roadmap for Development of Islamic Tourism in OIC Member Countries” by the Statistical, Economic and Social Research and Training Centre for Islamic Countries-SESERIC, 2017)

2. Answer the following questions based on the text.

- a. What are forms of traditional halal tourism?
- b. What are the examples of halal tourism for non-Muslims?

- c. What does the word ‘those’ in the third paragraph refer to?
- d. What are the main requirements to evaluate halal tourism?
- e. What are the Muslims’ needs in travelling?
- f. What does the second paragraph mainly discuss?
- g. What are the foremost elements of halal tourism?
- h. What does the word premises mean?

3. Decide whether the following statements are “True (T) or False (F)” according to the text.

| Statements | | T | F |
|------------|---|---|---|
| a | Hajj and umrah were not recent in the global tourism industry. | | |
| b | The business and leisure-related segments of Muslim tourists across the globe have increased. | | |
| c | Halal tourism is only for Muslims | | |
| d | The components of halal tourism are exactly the same to of conventional ones. | | |
| e | In <i>Shariah</i> principles, Muslims consume pork. | | |
| f | The halal hotels provide arrows in doing archery. | | |
| g | All animals slaughtered in Islamic principles are halal. | | |
| h | One of the Islamic tour packages doing pilgrimage to Mecca. | | |

4. Read the text again and discuss the following questions with your classmate.

- a. Are there any components of halal tourism in your region?
- b. What do you learn from the text?

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORDS | MEANING |
|---------------|---|
| recent | : happening or starting from a short time ago |
| associated | : connected |
| influx | : the arrival of a large number of people |
| cater | : to provide, and sometimes serve, food |
| suggests | : to mention an idea, plan, to consider |
| due to | : because of |
| interest | : money charged by a bank |
| alternatively | : used to suggest another possibility |
| conventional | : traditional and ordinary |
| package | : Collection of product or services |
| value | : the importance something for someone |
| requirement | : something needed or necessary |
| prohibit | : to officially refuse to allow something |
| liquor | : strong alcoholic drink |
| expected | : believed to be going to happen or arrive |
| indulgence | : when you do not mind someone's failure |
| direction | : the position to which something faces |
| gambling | : to risk money, in a game or on a horse race |
| coherent | : clear and carefully considered |
| slaughter | : the killing of animals for meat |

2. Fill in the blank with appropriate word from the box

| | | |
|----------|-----------|----------|
| packages | interest | gambling |
| liquor | slaughter | prohibit |

- a. One of the Muslims’ prohibitions is to have
- b. `There is no in halal finance.
- c. The Muslims the cow due to shariah law.
- d. A venue must not be offered in the halal hotel.
- e. One of the popular Islamic tours are to visit Hira Cave.
- f. Any differences due to Islam are in the halal tourism.

3. Find out the Indonesian equivalent for the words below.

| WORD/PHRASE | EQUIVALENTS |
|-----------------|-------------|
| financial | |
| accommodate | |
| served | |
| events | |
| facilities | |
| consumption | |
| dressing | |
| muslim-friendly | |

D. LISTENING

1. Watch and listen carefully the video below

<https://www.youtube.com/watch?v=MVW6rLzLSLM>



TRT is a Turkish public broadcast service. [Wikipedia](#)

Halal Tourism: Cape Town catering to Muslim travellers



TRT World
3.19M subscribers

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423



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2. Answer the questions below based on the video.

- What do you think the speakers are talking about?
- What are components of halal tourism mentioned in the video?
- What is halal food according to the chef?
- What are hotel facilities provided for Muslim travelers?

- e. How many incomes are estimated to spend by Muslim travelers in 2020?
- f. What is halal tourism destination can be found in Cape Town city?

E. WRITING

1. Write a paragraph about “The Application Shariah Principles in Halal Tourism.” Then, read it out in front of the class.

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2. Translate this paragraph into Indonesian.

Particularly, the major components of halal tourism are similar to those of conventional ones like hotels, restaurants, logistics, finance, and travel packages. However, the evaluation of the value of tourism products in the case of halal tourism entails a completely different process due to the requirements of Islam. These requirements are called *Shariah* principles and at the simplest level, these principles “prohibit adultery, gambling, consumption of pork and other *Haram* (forbidden) foods, selling or drinking liquor and dressing inappropriately.” In addition, a typical Muslim is expected to do prayers regularly in clean environments and fast during Ramadan.

| | | |
|--------------|--|--|
| Forms | <p>1. Usually you make an adverb by adding “ly” to an adjective [adjective + ly].</p> <p>2. If the adjective ends with “y” then you drop the “y” and add “ily” [adjective (-y) + ily].</p> <p>3. Some adverbs have the same form as the adjective: late - early -hard - fast</p> <p>4. The adverb of “good = well”</p> | <p>Ⓜ calm (adjective) – calmly (adverb)</p> <p>Ⓜ correct (adjective) – correctly (adverb)</p> <p>Ⓜ rapid (adjective) – rapidly (adverb)</p> <p>Ⓜ slow (adjective) – slowly (adverb).</p> <p>Ⓜ happy (adjective) – happily (adverb)</p> <p>Ⓜ noisy (adjective) – noisily (adverb).</p> <p>Ⓜ Don’t arrive late.</p> <p>Ⓜ He arrived early.</p> <p>Ⓜ You kick hard.</p> <p>Ⓜ Don’t drive fast.</p> <p>Ⓜ You play piano well.</p> <p>Ⓜ I speak well.</p> <p>Ⓜ You play this game well.</p> |
|--------------|--|--|

1. Choose the adjectives from the list below. Use them to complete the following sentences.

| | | | |
|-----------|---------|-----------|-------|
| peaceful | suddent | rapid | quiet |
| correct | honest | calm | noisy |
| cheerful | greedy | beaitiful | slow |
| dilligent | loud | | |

- a. The old manager serves the guest _____.
- b. The couple lives _____ in their house.
- c. The children play _____ in the yard.
- d. I can’t stop _____ to avoid the crash.
- e. The young artist draws _____ in the show.
- f. All of his answers were written _____.

- g. You eat _____ like uneducated person.
- h. The lion walks _____ to hunt.
- i. I will tell the story _____.
- j. The dancer moves _____ for the sad song.
- k. Now the lazy student attends _____ all class.
- l. My old friend laughs _____ in the reunion.
- m. Speaking _____ is one Amy style.
- n. The bad news spread _____.

2. Using the sentence pattern 'verb + adverbs of manner', write your opinion about the following topic in one sentence. Add the appropriate subject!

Example: The old car in the garage. (move/slow)

(It moves *slowly*.)

- a. The last film you saw. (run/bad)

- b. Your rose flower. (grow/nice)

- c. Your best friend. (call/happy)

- d. The family business. (operate/legal)

- e. Their love story. (end/sad)

f. The old nurse. (treat/careful)

g. Your classmate. (practice/lazy)

h. The new cake (cook/poor)

3. Pick out some sentences from the text above containing adverb of manners.

a.
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b.
.....

c.
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d.
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e.
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UNIT 4

COMPONENTS OF HALAL TOURISM

- **Speaking:** discussing halal hotel facilities, halal hotel services
- **Reading Comprehension:** muslims friendly accomodation, the existence of halal accomodation in certain tourism area.
- **Vocabulary Focus:** recognizing and using vocabulary related to the topic.
- **Listening:** understanding information from a video related to the topic
- **Writing:** writing a paragraph about the spesific features of halal friendly hotels.
- **Grammar Focus:** understanding and using attribute and predicate adjective.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- a. How was the earlier idea of halal-friendly accommodation?
 - b. What is another term for halal-friendly accommodation?
 - c. What are the main features of halal hotel?
 - d. What is non-mixed gender activity?
 - e. Give one examples of halal hotel facilities?
- 2 Find information from internet or other sources and discuss with a partner about “The need of Halal Friendly Services for Muslim Guests.”**

B. READING COMPREHENSION

1. Read the text about *Muslim Friendly Accommodation*

In recent years, many destinations around the world have begun to recognize the importance of halal-friendly accommodation and have taken steps to attract Muslim travelers. This has resulted in an increased number of halal-friendly accommodation in popular tourist destinations such as Dubai, Istanbul, Kuala Lumpur, and Jakarta. Muslim-friendly accommodation, also known as Halal hotels, are establishments that cater to the specific needs of Muslim guests. This includes providing amenities and services that comply with Islamic beliefs and practices. The demand for Muslim-friendly accommodation has been growing in recent years, as more Muslim travelers seek out comfortable and convenient lodging that respects their cultural and religious needs.

Muslim-friendly accommodation attributes refer to Islamic and sharia compliance accommodation services and hospitality products. It has become one of the attractive segments in the travel and tourism industry in the current world. It also determines the Islamic entertainment channels at their accommodations. It is one way to attract Muslim hotel guests to relax and enjoy their holidays.

One form of Muslim accommodation attributes is non-mixed gender activities in which facilities for men and women are separated such as swimming pools. The hoteliers should be alert that both genders have to be separated at the swimming pool and cover up their *aura* in their hotel facilities. For gender, mixing at the swimming pool is allowable in many hotels. Muslim women's guests will not enjoy such activity because the standard rules require them to wear modest attires in front of both men and women.

On the other hand, important Muslim accommodation attributes should take good care of the cleanliness of the hotel room. A good clean room will be suitable for Muslim reading the

Al-Quran and performing their prayer. The bathroom is one of the places that is essential for Muslims to take a bath and prepare for prayer. Besides that, toiletries such as soap are also significant to ensure that this is halal.

Another attribute of accommodation services for Muslims is the importance of Islamic finance. The financial operations that are set up for serving Muslim tourists must adhere to the Islamic concept. It means that the funds to set up must be from halal sources and not from sources that are prohibited in Islam. Besides, no transactions must have any interest, which is strictly against Islamic Shariah. Hotel management must ensure that Zakat has been paid from the hotel's revenue to the people who are poor and in need. Thus paying Zakat is a Muslim-friendly accommodation attribute.

Lastly, customer satisfaction is vital for Muslim-friendly accommodation attributes to evaluate the expectations and perceived performance of the product and services. As a customer, pleasure is influenced by the attainable of customer services and their satisfaction became one of the concerns of all businesses. Understanding the unique needs of Muslim guests and accommodating them can significantly contribute to customer satisfaction in Muslim-friendly accommodations.

(Taken from “*Muslim Friendly Tourism and Accommodation of Malaysian Hotel Industries*” by S. Bangsawan et al, 2019)

2. Answer the following questions based on the text.

- a. How the world tourist attractions attract the Muslim travelers?
- b. Mention some cities where the halal hotels have increased!
- c. What does the word ‘this’ in the first paragraph refer to?

- d. What are some attractive segments of halal tourism?
- e. What should the hoteliers be warned about Muslims' use of swimming pool?
- f. What does the fourth paragraph mainly discuss?
- g. What is the importance of Islamic finance?
- h. What does the word 'revenue' mean?

3. Decide whether the following statements are "True (T) or False (F)" according to the text.

| Statements | | T | F |
|------------|---|---|---|
| a | People have recognized the halal hotels long time ago | | |
| b | Catering is the most specific of Muslim's guests need. | | |
| c | Sharia law compliance Islamic accommodation services. | | |
| d | One attribute for halal hotel is separated swimming pools. | | |
| e | Muslim women's will not enjoy to wear modest attires. | | |
| f | The Muslim should clean the hotel room. | | |
| g | The halal finance must adhere to the Islamic concept. | | |
| h | Understanding the Muslim needs can increase the satisfaction in halal hotels. | | |

4. Read the text again and discuss the following questions with your classmate.

- a. Are there any Muslim friendly accommodation in your region?
- b. What do you learn from the text?

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORDS | MEANING |
|---------------|--|
| destinations | : the place where someone is going to |
| importance | : the quality of being important |
| accommodation | : a place to stay |
| attract | : making someone interested in something |
| service | : dealing with customer order |
| demand | : to need something such as time, effort |
| seek out | : to look for someone or something |
| lodging | : a temporary place to stay |
| compliance | : obeying a law or rule |
| hospitality | : being friendly and welcoming to guests |
| segment | : a group of customers for a product |
| guest | : a person who is staying in a hotel |
| non-mixed | : including many different types of people |
| hoteliers | : a person who manages or owns a hotel |
| cover up | : to stop people discovering the truth |
| allowable | : permission to do something |
| attires | : clothes of a particular or formal type |
| suitable | : acceptable for someone or somethin |
| toiletries | : objects for washing yourself |
| finance | : the management of a supply of money |

2. Fill in the blank with appropriate word from the box

| | | |
|------------|--------------|----------|
| toiletries | Guests | interest |
| hoteliers | accomodation | cater |

- a. The should consider separated swimming pools for Muslim guests.
- b. Islamic entertainment channels is one attempt to attract Muslim hotel
- c. The , such as soap, for Muslims should be made of halal ingredients.
- d. Halal hotels must the specific needs of Muslim guests.
- e. No transactions must have any in Islamic Shariah.
- f. Understanding the Muslims’ needs can contribute to the rise of Muslim friendly-.....

3. Find out the Indonesian equivalent for the words below.

| WORDS | EQUIVALENTS |
|------------|-------------|
| attract | |
| amenities | |
| channels | |
| separated | |
| attributes | |
| adhere | |
| ensure | |
| attainable | |

D. LISTENING

1. Watch and listen carefully the video below

https://www.youtube.com/watch?v=rmaYSL_B8Y4



Best Muslim friendly hotel in Zurich, budget hotel



Halal hotels
15 subscribers

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0



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2. Answer the questions below based on the video.

- a. What do you think the speakers are talking about?
- b. Where is the hotel located?
- c. Mention some facilities in the hotel room!
- d. What can we find after 15 minutes walk from the hotel?
- e. What are some facilities provided by the hotel?
- f. Mention some of halal features given by the hotel!

E. WRITING

- 1. Write a paragraph about “Special Feature of Halal Friendly Hotels.” Then, read it out in front of the class.**

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- 2. Translate this paragraph into Indonesian.**

In recent years, many destinations around the world have begun to recognize the importance of halal-friendly accommodation and have taken steps to attract Muslim travelers. This has resulted in an increased number of halal-friendly accommodation in popular tourist destinations such as Dubai, Istanbul, Kuala Lumpur, and Jakarta. Muslim-friendly accommodation, also known as Halal hotels, are establishments that cater to the specific needs of Muslim guests. This includes providing amenities and services that comply with Islamic beliefs and practices. The demand for Muslim-friendly accommodation has been growing in recent years, as more Muslim travelers seek out comfortable and convenient lodging that respects their cultural and religious needs.

| Types | Points | Examples |
|------------------------|--|---|
| Attributive Adjectives | They are adjectives that directly modify or describe a noun. They are placed before the noun they modify and are an integral part of the noun phrase. The primary function of attributive adjectives is to provide additional information about the noun, specifying its characteristics or qualities. | <ul style="list-style-type: none"> Ⓡ We enjoyed a <i>delicious</i> meal at a <i>cozy</i> waterfront restaurant. Ⓡ We stayed at a <i>luxurious</i> hotel with <i>spacious</i> rooms and <i>breathtaking</i> views. Ⓡ The sandy beach offers a <i>relaxing</i> spot for sunbathing and swimming Ⓡ The <i>famous</i> landmark attracts tourists from all over the world Ⓡ The <i>comfortable</i> cruise ship offers <i>luxurious</i> amenities and <i>stunning</i> ocean views Ⓡ Exploring the rich heritage of a halal destination involves visiting <i>historic, Islamic</i> landmarks. Ⓡ Travelers seeking halal tourism experiences can enjoy <i>luxurious, prayer-friendly</i> accommodations. |

| | | |
|-------------------------------|---|--|
| <p>Predicative Adjectives</p> | <p>Predicative adjectives are adjectives that come after a linking verb and modify the subject of a sentence. They provide additional information or describe the subject's state, condition, or characteristics. Predicative adjectives complete the meaning of a sentence by providing information about the subject.</p> | <p>Ⓡ The view from the top of the mountain is <i>breathtaking</i>.</p> <p>Ⓡ The restaurant is <i>halal-certified</i>, ensuring that all meals served are <i>compliant</i> with Islamic dietary guidelines.</p> <p>Ⓡ The tour guide is <i>knowledgeable</i> about Islamic history and culture.</p> <p>Ⓡ The local cuisine tastes <i>incredible</i>, with a blend of savory and spicy flavors</p> <p>Ⓡ The cultural experiences in this destination are <i>enriching</i> and truly <i>halal-friendly</i> for all visitors.</p> <p>Ⓡ Visitors found the atmosphere at the halal beach destination to be <i>peaceful</i> and deeply <i>satisfying</i>.</p> |
|-------------------------------|---|--|

1. Choose the adjectives from the list below to complete the following sentences.

| | | | |
|-----------|----------|-------|-----------|
| difficult | southern | angry | curious |
| blue | small | total | future |
| expensive | popular | happy | dangerous |

- The halal cruise is ready to sail through the _____ sea.
- He was a _____ colleague among the workers of halal cafe.
- The halal test was _____ but all products get good score.
- The guest is too _____ for the next halal trip.
- Some of Muslims' food are a _____ stranger for foreigners.
- I bought an _____ suitcase for my halal trip.

- g. The guests are _____ to join the making of local halal food.
- h. Watch out for the rock! This steep hill toward the sacred cave is _____
- j. The local people is _____ if you drink wine here.
- k. The expert predicts the _____ visitors of the halal festival will grow.
- l. The _____ girl walks slowly inside the Islamic designed building.
- m. Our halal trip has changed into _____ part of the area.

2. Practice making questions and giving short answers by using the adjectives.

Example: How is the new halal tour package? (excellent).

(The new halal tour package is excellent)

or (It is an excellent halal tour package)

- a. How are the halal foods taste? (delicious) _____

- b. What do you think about the new halal hotel? (luxurious) _____

- c. How is the cafe waiters' service? (polite)

d. How was the halal certification test? (easy)

e. What do you think about halal meal in the flight?
(healthy)

f. How is the door of the old Masjid? (wooden)

g. What do you think about the halal tour package?
(interesting)

h. How is the complaint handling during the halal tour?
(fast)

3. Pick out some sentences from the text above containing adverb of manner.

a.
.....

b.
.....

c.
.....

- d.
.....
- e.
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UNIT 5

HALAL FOOD TOURISM

- **Speaking:** discussing halal food for Muslims, assurance of halal food
- **Reading Comprehension:** understanding halal food tourism, products of halal food.
- **Vocabulary Focus:** recognizing and using vocabulary related to the topic.
- **Listening:** understanding information from a video related to the topic
- **Writing:** writing a paragraph about the reason why tourism is important.
- **Grammar Focus:** understanding and using passive voice.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- What is halal food?
- why is halal food important for Muslim travelers when they go on vacation?
- Do you think it's important for restaurants to offer halal options to cater Muslims traveller?
- How can a traveler identify if a restaurant serves halal food?
- What are some key differences between halal and non-halal food products?

2. Find information from internet or other sources and discuss with a partner about “Assurance of Halal food Through Certification.”

B. READING COMPREHENSION

1. Read the text about *Halal Food Tourism*

Every Muslim was ordered only to consume halal and avoid what is not allowed, in food and beverage. The halal concept is not only related to food or drink but also covers all aspects of Muslim life (male or female). All products that comply with Islamic sharia include banking and finance, tourism, cosmetics, employment, travel and transportation services, etc. Halal products must meet the requirements of sharia, as found in Islam.

Halal tourism was considered a subcategory of religious tourism, which refers to the availability of tourism products and services according to what Muslim tourists need both in worship activities and food requirements involved in the tourism industry. According to Islamic teachings, halal tourism was related to Muslim-oriented tourism, which was useful for addressing Muslim needs, where tourists will follow sharia law as facilitated by destination hosts, providing halal products and services suitable for Muslim tourists. Halal tourism provides options for Muslim tourists to ensure that problems and matters relating to compliance with the Islamic law are maintained which can give them peace of mind when traveling because Muslim tourists must actively look for halal-based products and services or avoid certain things to meet halal requirements.

Halal food tourism was described as a visit to a food producer; a restaurant, a food festival, or a visit to a location that has unique food, which is the leading destination of the trip. Food tourism is often determined as a way to enhance other cultures through food. An exciting experience with local cuisine allows tourists to like the

socio-cultural characteristics of the destination. From a tourist perspective, food becomes an indispensable part of travel. In the context of halal food, halal and haram describe what Muslims can and cannot consume as regulated in the Quran, the words of the Prophet, and determined by jurists. The entire food chain is covered by the halal concept, starting from the form, origin, and processing of edible goods, equipment, and machinery must be cleaned by Islamic law and not stained by contact with non-halal material.

Halal food is regarded as an essential and significant aspect that affects visitor satisfaction to utilize sensory experiences that satisfy the senses of tourists. Many reported that Muslim tourists find it difficult to get halal food when traveling. The existence of food outlets or the availability of halal food can be the object of choice for Muslim tourists when traveling. It is crucial to develop halal food to support halal tourism. In developing halal food tourism, several essential factors must be taken into consideration, some of which are halal food quality, halal service quality, and Halal physical environment quality.

In Islamic principles, halal food means food that is permitted to be eaten by Muslims. Food must be free of alcohol or meat products that are prohibited in Islam which is strictly forbidden to be part of halal food either as part of ingredients, or packaging materials, or, have close contact with non-halal food. Halal food is prepared according to sharia law and is processed in an Islamic way so that food can be labeled as halal. Several characteristics of products, services, and physical environment should be examined so that halal in restaurants can be maintained.

(Taken from “*Concept of Halal Food Development to Support Halal Tourism: A Review*,” by Addina F.N. et al, 2020).

2. Answer the following questions based on the text.

- a. What kinds of food that the Muslim must consume?
- b. Mention some halal food tourism description?
- c. What does the word ‘them’ in second paragraph refer to?
- d. What are the references for Muslims to consume halal food?
- e. How was the whole food process in halal term?
- f. What does the fifth paragraph mainly discuss?
- g. What are some important elements of halal food tourism?
- h. What does the word ‘ingredients’ mean?

3. Decide whether the following statements are “True (T) or False (F)” according to the text

| Statements | | T | F |
|------------|--|---|---|
| a | Every Muslim was ordered to allow restricted food and beverage. | | |
| b | Halal tourism was the main of religious tourism. | | |
| c | Halal tourism was oriented to Muslim address. | | |
| d | Halal food tourism was the leading destination of the Muslim trip. | | |
| e | The halal food must not contact non-halal material. | | |
| f | The reports say it was difficult to get halal food. | | |
| g | The halal food must be free. | | |

| | | | |
|---|---|--|--|
| h | The restaurants can examine products, services, and physical environment of halal food. | | |
|---|---|--|--|

4. Read the text again and discuss the following questions with your classmate.

- a. Are there any products of halal food at a hotel in your region?
- b. What do you learn from the text?

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORDS | : | MEANING |
|--------------|---|--------------------------------------|
| order | : | something that tells you you must do |
| cover | : | to spread something over something |
| comply | : | to act according to an order, rules |
| employment | : | work for a company or organization |
| meet | : | to fulfil, satisfy, or achieve |
| consider | : | to think about a possibility |
| availability | : | the possibility you can get |
| involve | : | to include in something |
| addressing | : | giving attention to a problem |
| host | : | someone organizing a special event |
| options | : | one thing that can be chosen |
| ensure | : | to make something certain to happen |
| maintained | : | to keep in existence |
| destination | : | the place where someone is going to |
| enhance | : | to improve the quality of something |
| cuisine | : | a style of cooking |

| | | |
|---------------|---|--|
| indispensable | : | too important not to have |
| jurists | : | an expert in law, especially a judge |
| edible | : | suitable or safe for eating |
| stained | : | a dirty mark that is difficult to remove |

2. Fill in the blank with appropriate word from the box

| | | |
|---------|--------|-------------|
| cuisine | order | employment |
| host | edible | destination |

- a. The waiter takes the Muslim guests' politely.
- b. The local halal food tour brings the Muslim tourists into some
- c. There are more for local Muslims after the halal cafe are built.
- d. The food processing of goods must be cleaned by Islamic law
- e. The local provides tourists to know the areas' socio-cultural features.
- f. Our community has been chosen as the of halal food festival.

3. Find out the Indonesian equivalent for the words below.

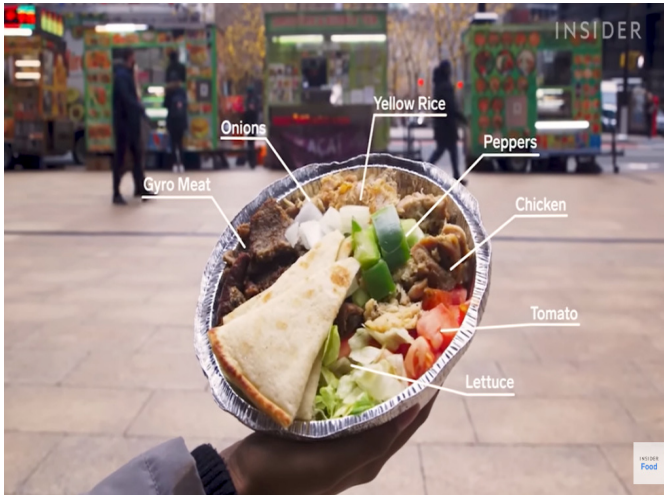
| WORDS | EQUIVALENTS |
|-----------|-------------|
| Exciting | |
| Regulated | |
| Machinery | |
| Utilize | |
| Outlets | |
| Crucial | |

Strictly
environment

D. LISTENING

1. Watch and listen carefully the video below

<https://www.youtube.com/watch?v=emmXWi4iAW4>



The Halal Guys' Chicken And Gyro Platter Is NYC's Most Legendary Street Food | Legendary Eats



Insider Food
4.61M subscribers

Subscribe



100K



Share



Download



2. Answer the questions below based on the video.

- What do you think the speakers are talking about?
- What is the halal food in general?
- What does the term mean in New York?
- Why does the stall open another branch?
- What have the halal street food become for New Yorkers?
- How was halal food thirty years ago in Manhattan?

E. WRITING

1. Write a paragraph about *“Common challenges when searching for halal food while traveling.”* Then, read it out in front of the class.

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2. Translate this paragraph into Indonesian.

Halal food is regarded as an essential and significant aspect that affects visitor satisfaction to utilize sensory experiences that satisfy the senses of tourists. Many reported that Muslim tourists find it difficult to get halal food when traveling. The existence of food outlets or the availability of halal food can be the object of choice for Muslim tourists when traveling. It is crucial to develop halal food to support halal tourism. In developing halal food tourism, several essential factors must be taken into consideration, some of which are halal food quality, halal service quality, and Halal physical environment quality.

| | | |
|--------------------|--|--|
| Present Continuous | ® He <i>is delivering</i> the halal foods. | ® The halal foods <i>are being delivered</i> . |
| Past Continuous | ® He <i>was delivering</i> the halal foods. | ® The halal foods <i>were being delivered</i> . |
| Going to | ® He <i>is going to deliver</i> the halal foods. | ® The halal foods <i>are going to be delivered</i> . |
| Present Perfect | ® He <i>has delivered</i> the halal foods. | ® The halal foods <i>have been delivered</i> . |
| Past Perfect | ® He <i>had delivered</i> the halal foods. | ® The halal foods <i>had been delivered</i> . |
| Infinitive | ® He <i>has to deliver</i> the halal foods. | ® The halal foods <i>have to be delivered</i> . |
| Modals | ® He <i>must deliver</i> the halal foods. | ® The halal foods <i>must be delivered</i> . |

1. Fill in the blanks by using the correct Passive Voice.

A new halal food center _____ (a. open) in our town last week. The facility _____ (b. believe) to be one of the largest in the country and experts hope that it _____ (c. visit) by thousands of Muslim and non-Muslim tourists over the next few years. The center _____ (d. construct) for over 6 years before it _____ (e. open) by local authorities last Monday. However, it _____ (f. not completely finish) yet. Workers are making the final adjustments this week and say that it _____ (g. complete) by the end of the month. The foods _____ (h. offer) including halal meat foods, no alcoholic beverages and halal snacks. The visitors _____ (i. can book) online or come directly at the administration desk. The equipment _____ (j. buy) from the local companies, which also provided the training programs. The new center _____ (k. finance) by government funds as well as grants that _____ (l. give) to the region by the European Union. Politicians and famous chefs

from all over the country _____ (m. invite) to the official opening ceremony, which _____ (n. schedule) for next Tuesday.

2. Rewrite the sentences by using the Passive Voice.

Example: Governor will open the halal food festival

(The halal food festival will be opened by Governor)

a. We must prepare the halal menu before the restaurants open.

b. You can hear the Islamic music through the halal food stall.

c. The halal café employs 5 people.

d. They are going to make a new halal food next week.

e. My father built this halal stall 60 years ago.

f. My sister recommends me your halal restaurant.

g. The famous chef comments positively the halal food demonstration.

h. How do you prepare the halal dish?

3. Pick out some sentences from the text above containing Passive Voice.

a.

.....

b.

.....

c.

.....

d.

.....

e.

.....

UNIT 6

SHARIAH - COMPLIANT AIRLINES

- **Speaking:** discussing syariah compliant airport, the importance of syariah compliant services.
- **Reading Comprehension:** understanding the features and practice of syariah compliant airline.
- **Vocabulary Focus:** recognizing and using vocabulary related to the topic.
- **Listening:** understanding information from a video related to the topic
- **Writing:** writing a paragraph about innovations in the syariah compliant airline industry.
- **Grammar Focus:** understanding and using sequence words.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- Have you ever heard about shariah-airline?
 - What facilities are provided in shariah-compliant airport?
 - What can Muslim do in shariah-compliant flight?
 - What can Muslim have in shariah-compliant flight?
 - How was the service done in shariah-compliant flight?
- 2. Find information from internet or other sources and discuss with a partner about "How important is it for an airline to offer Shariah-compliant services."**

B. READING COMPREHENSION

1. Read the text about *Shariah-Compliant Airline*

Shariah-compliant airlines are a new product of the Halal Tourism industry. The understanding of the shariah-compliant concept on the airlines needs to be comprehensive. Shariah-compliant is not only in Halal food and dress code but also in punctuality, efficiency, responsibility, and professionalism in operations which may raise the standard of Islam in this industry. Halal tourism not only focuses on the spiritual purposes but also on food, accommodation, transport, and others which involve the travelers. Halal tourism combines spiritual and tourism purposes where people are concerned with the spiritual aspect which are the religious factors while they are traveling, for example, looking for Halal food, Halal hospitality, and traveling with Muslim-friendly airlines.

As far as the formation of the shariah-compliant airline is concerned, a shariah-compliant airline is an airline with shariah compliance or follows Islamic law which covers all aspects of its operations, from aboard the plane to its Shariah-Compliant Airlines. This concept is quite new in the tourism industry. However, some basic characteristics and attributes of the shariah-compliant airline are revealed by looking at the practice of other shariah-compliant airlines such as Royal Brunei Airlines, and the written materials from those who are doing coverage on this new concept of airlines.

The first attribute of the shariah-compliant airline is the in-flight meals which are completely halal. The sources of the halal food and drinks should be halal animal and plant-based, the food processing, handling, and distribution should comply with halal regulations; the hygiene, sanitation, and food safety should comply with the concept of *halalan tayyiban*, and the packing and labeling must be evaluated to fulfill halal requirement. Furthermore, the

airline will not allow any pork or alcoholic beverages on board and alcohol consumption is strictly prohibited.

Another attribute of the shariah-compliant airline is the uniforms of the crew. It must meet both Islamic modesty and international safety standards. The Muslim female flight attendants must wear hijab, while non-Muslim staff will be required to 'dress decently'. The US Federal Aviation Association recommends that air flight attendants wear clothing that allows freedom of movement by wearing long pants and long sleeves, whereby the arms and legs should be fully covered. Islam also gives a proper guideline on how Muslim women should be dressed up. It is been highlighted in several verses of the Al-Quran.

The next attribute of the shariah-compliant airline is the flight captain or any male cabin crew will lead passengers in a recitation of prayers for a safe journey before the flight takes off. If there is no male cabin crew to lead the recitation of dua, then the prayer will be heard through the audio recording. In Islam, reciting a dua can bring peace to a person and it has also been mentioned in the Al-Quran.

Finally, the attribute which is different from other airlines' attribute for the shariah-compliant airline is of the prayer times being announced on board. The plane may even provide a small space for passengers to perform their prayers but it is subject to safety requirements. Since one of the targets of the establishment of shariah-compliant airlines is to provide flights to Makkah for those who are going to perform the *hajj* and *umrah*, the airline will also provide knowledge about Islam and the Hajj or umrah to its Muslim pilgrim passengers as part of its inflight infotainment. Therefore, the tour guide must be a religious teacher who will be on board and provide a short *tazkirah*, or religious talk during the flight. There is even a suggestion that there must be complete segregation between men and women passengers, which might not be entirely possible

upon boarding an aircraft. However, it will prioritize seating family members together.

(Taken from “*Shariah-Compliant Airlines in Malaysia: An Initial Review*” by Junainah Idris and Noraḡla Abdul Wahab, 2018).

2. Answer the following questions based on the text.

- a. What is the recent feature of halal tourism business?
- b. What are other features of shariah-compliant?
- c. What does the word ‘they’ in the first paragraph refer to?
- d. What is the shariah-compliant airline?
- e. What are some basic characteristics used to find out shariah-compliant airline?
- f. What does the fourth paragraph mainly discuss?
- g. What are the requirements of crews’ uniform in shariah-compliant airline?
- h. What does the word ‘flight attendants’ mean?

3. Decide whether the following statements are “True (T) or False (F)” according to the text.

| Statements | | T | F |
|------------|--|---|---|
| a | Only dress code may raise the standard of Halal tourism. | | |
| b | A shariah-compliant airline follows the Islamic law from aboard. | | |
| c | Royal Brunei Airlines are doing new concept of airlines. | | |
| d | The meals in the shariah-compliant airline are completely halal. | | |

| | | | |
|---|---|--|--|
| e | The <i>halalan tayyiban</i> concept is used in halal food processing. | | |
| f | The halal flight will show alcoholic beverages on cupboard. | | |
| g | The non-Muslim staff in halal flight will use a recent dress. | | |
| h | The recitation of dua will be done by recording. | | |

4. Read the text again and discuss the following questions with your classmate.

- a. Is there any shariah-compliant airline in your country?
- b. What do you learn from the text?

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORD/PHRASE | MEANING |
|-------------|---|
| Compliant | : something that obeys particular rules |
| Space | : the area around everything available |
| dress code | : dressing for a particular occasion |
| Cabin | : place of seat in an an aircraft |
| Focus | : full attention to what you are doing |
| Combine | : to join together to make a group |
| Passenger | : traveller in a vehicle |
| look for | : to try to notice someone |
| Aboard | : on a ship, aircraft, bus, or train |
| Aircraft | : any vehicle that can fly |
| Reveal | : to show something hidden |
| Coverage | : range of something that is included |

| | | |
|-------------------|---|---------------------------------------|
| in-flight meals | : | foods available during a flight |
| plant-based | : | made completely or mainly of plants |
| Hygiene | : | care and attention to keep clean |
| Flight | : | a journey in an aircraft |
| Pork | : | <u>meat from a pig, eaten as food</u> |
| Uniforms | : | <u>clothes worn by a group</u> |
| Decently | : | socially acceptable or good |
| flight attendance | : | someone who serves on a plane |

2. Fill in the blank with appropriate word from the box

| | | |
|-----------------|-------------------|-----------|
| aboard | dress code | cabin |
| in-flight meals | flight attendance | passenger |

- The flight crew show the old Muslim man his
- The Flight's Captain welcomes politely all of the halal groups.
- One for Muslims women flight crews is hijab.
- The halal flight serves after for Muslim travelers.
- The halal flight provides space for praying for Muslim
- The lead du'a recitation before the flight.

3. Find out the Indonesian equivalent for the words below.

| WORDS | EQUIVALENTS |
|---------------|-------------|
| reveal | |
| comprehensive | |
| highlight | |

plane
fulfil
punctuality
concern
movement

D. LISTENING

1. Watch and listen carefully the video below

https://www.youtube.com/watch?v=ssNBPBN_av8



Asian airlines look to attract Muslim tourists



Rian Maelzer
3.7 rb subscriber

Subscribe



6



Bagikan



Download



2. Answer the questions below based on the video.

- What do you think the speakers are talking about?
- How many airlines are using Brahim's company for their flight meal?

- c. How many Indonesian Muslims have travelled to Japan in the last three years?
- d. What is the advantage of serving halal food in the plane?
- e. Who is responsible to give certification for halal food in Brahim’s halal product?
- f. Who must do collaboration to attract Muslim visitors?

E. WRITING

1. Write a paragraph about “*Innovations in the Shariah-Compliant Airline Industry.*” Then, read it out in front of the class.

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2. Translate this paragraph into Indonesian.

As far as the formation of the shariah-compliant airline is concerned, a shariah-compliant airline is an airline with shariah compliance or follows Islamic law which covers all aspects of its operations, from aboard the plane to its Shariah-Compliant Airlines. This concept is quite new in the tourism industry. However, some basic characteristics and attributes of the shariah-compliant airline are revealed by looking at the practice of other shariah-compliant airlines such as Royal Brunei Airlines, and the written materials from those who are doing coverage on the new concept of airlines.

| Orders | Sequence Words | Examples |
|---------------------|--|--|
| Beginning | <ul style="list-style-type: none"> • In the beginning • First of all • First(ly) | <p>® <i>In the beginning</i>, tourism in this region was limited. I travel out of town every weekend.</p> <p>® <i>First of all</i>, check the weather forecast for your travel dates. The tourism expo starts next week.</p> <p>® <i>First</i>, I'll explain the map of our trip today.</p> |
| Middle | <ul style="list-style-type: none"> • Then • After that • Next • Second(ly) | <p>® <i>In the beginning</i>, tourism in this region was limited.</p> <p>® <i>First of all</i>, check the weather forecast for your travel dates.</p> <p>® <i>First</i>, I'll explain the map of our trip today.</p> <p>® If you're ready, then I'll start explaining.</p> <p>® <i>After that</i>, they visited the local museums to delve into the region's rich history.</p> <p>® <i>Next to his tanned face</i>, hers seemed pain.</p> <p>® <i>Secondly</i>, they explored the local area to find halal restaurants.</p> |
| Interruption | <ul style="list-style-type: none"> • Suddenly • But then | <p>® <i>Suddenly</i>, the tour guide announced the price ticket for seeing the dance performance.</p> <p>® <i>But then</i> he decided to show his card.</p> |
| Ending | <ul style="list-style-type: none"> • Finally • At last • At/in the end | <p>® <i>Finally</i>, he found the perfect halal-friendly vacation spot for his family.</p> <p>® <i>At last</i>, after hours of hiking, we reached the summit</p> <p>® <i>At the end of the test</i>, she felt confident in her preparation</p> |

1. Choose the sequence words to complete the following sentences. You can use the sequence words from the table!

- a. The father went to *umrah* pilgrimage last year. The *umrah* travel took a Halal package. (a) _____, the group was booked a halal flight. (b) _____, the group chose the halal in-flight meal. The flight was fine until (c) _____, the lightning struck. One of *umrah*'s member was shocked. (d) _____, the bad weather was over.
- b. The *umrah*'s member have enjoyed 2 hours nice flight. (d) _____, there was announcement from the captain. It's already prayer time. (e) _____, he asked the Muslims' passengers to have prayer. (f) _____, the captain told that the passengers may use the praying space or just by sitting. (g) _____, the cabin crew helped the passengers to have their prayer.
- c. The flight was almost over. (h) _____, the passengers could see the land below. (i) _____, the captain asked the passengers to keep calm for landing. (j) _____, the plane hit the runway. It was bit shocked. (k) _____, the captain thanked all passengers and prayed for the passengers' healthy.

2. Read the instructions for booking syariah-compliant flight. Number the steps 1 to 5 and underline the words that show the order.

Confirm your requirements: Before your flight, it's a good idea to reconfirm your halal requirements with the airline or travel agency to ensure that they are noted on your reservation and that your needs will be addressed during your journey.

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..... Research halal-friendly airlines: Look for airlines that offer halal services and cater to the needs of Muslim passengers. Some airlines specifically provide halal meals, prayer facilities, and other services that align with Islamic principles.

..... Specify your requirements: When making a flight reservation, clearly communicate your halal requirements to the airline or travel agency. This includes requesting halal meals, specifying any seating preferences (e.g., separate seating for men and women), and asking about prayer facilities or prayer timings onboard.

..... Plan for prayer times: If you have specific prayer times during your journey, make sure to plan accordingly. Coordinate with the airline or flight attendants to find out if they can accommodate your prayer needs or if there are any designated prayer areas on the aircraft.

..... Check airline policies: Visit the websites or contact the airlines directly to understand their halal policies. Look for information on halal meal options, prayer facilities onboard, and any other services they may offer to accommodate halal requirements.

3. Pick out some sentences from the text above containing sequence words.

- a.
.....
- b.
.....
- c.
.....
- d.
.....
- e.
.....

UNIT 7

GLOBAL TREND IN HALAL TOURISM

- **Speaking:** discussing development and popularity of halal tourism
- **Reading Comprehension:** understanding global tourism demand, trend of halal tourism
- **Vocabulary Focus:** recognizing and using vocabulary related to the topic.
- **Listening:** understanding information from a video related to the topic
- **Writing:** writing a paragraph about marketing strategies of halal tourism.
- **Grammar Focus:** understanding and using present participle.

A. SPEAKING

1. Look at the pictures and answer the questions.



| Expenditure country | Muslim tourism expenditure |
|--------------------------|----------------------------|
| Saudi Arabia | \$17.8 |
| Islamic Republic of Iran | \$14.3 |
| United Arab Emirates | \$11.2 |
| Qatar | \$7.8 |
| Kuwait | \$7.7 |
| Indonesia | \$7.5 |
| Malaysia | \$5.7 |
| Russia | \$5.4 |
| Turkey | \$4.5 |
| Nigeria | \$4.4 |

(source: <https://www.google.com>)

- What are the largest Muslim countries in the world?
- Which countries are experiencing the most significant growth in halal tourism today?
- What do you think about the development Halal tourism in Indonesia?
- What are some of the emerging destinations for halal tourism?
- Why are halal tourism destinations attractive to tourists?

2. Find information from internet or other sources and discuss with a partner about “what factors have contributed to the growth and popularity of halal tourism.”

B. READING COMPREHENSION

1. Read the text about Global Trend in Halal Tourism

Exploring trends in the tourism sector in areas such as Asia, Africa, and the Middle East has been visible in recent years. In these areas, consumption is growing at an accelerated rate, and for this reason, they are considered long-term emerging economies dominated by young populations and the middle class. A large percentage of the population in these areas is of Islamic origin and has mostly a strong purchasing power. Consequently, the Islamic market is a strong promoter of the growth of global tourism demand, giving rise to a link with the Halal tourism segment.

As for the tourism sector, Halal tourism represents solid growth over the last few years and is recognized as one of the sectors with the greatest impact on the global tourism balance. The Halal tourism market encompasses countries such as Bahrain, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, Malaysia, Indonesia, Brunei, and residents in Europe, South Asia, the United States of America, and the United Kingdom. Global tourism spending in 2015 reached \$145 billion, expected to rise to \$300 billion by 2026. Projections for 2020 predict a value of \$233 billion concerning tourism expenditure by Halal tourism.

Although the trend of Halal tourism is directed mainly to the countries of Asia and the Middle East, Europe and the United States of America are notably the ones that benefit the most in terms of revenue from Islamic tourists. The World Tourism Organization forecasts 69 million Halal tourists, only for tourism in the Middle East by 2020, representing an annual growth average of 6.7% between 1995-2020, placing above the global average. In

2018, there were 140 million international Muslim visitors, being projected to reach 230 million by 2026.

By 2020, growth in tourist arrivals in Organization of Islamic Corporation (OIC) member countries is expected, estimated at 98 million tourists, representing a growth rate of 51.87%. The growth rate, compared to the arrival of Islamic tourists in countries that are not members of the OIC is about 57.75%, being the effort of countries that are not members of the OIC to attract Halal tourists, recognized. Traditionally, countries like Singapore, the United Kingdom, Germany, and France attract Halal tourists, however, new trends such as Japan, Korea, and Australia are current players in the competitive sector. The growth of Islamic tourists will represent 76.3% between visits in OIC member countries and non-OIC countries.

The countries leading the outbound tourism of Islamic visitors are Malaysia, Indonesia, and Turkey. Halal tourism worldwide accounts for more than 10% of spending. The United States of America and Europe represent the markets with the highest demand for Halal tourism, accounting for 44% of the global market corresponding to \$64 billion of receiving tourism spending. Asian and Middle Eastern countries are a strong trend and account for more than a third (37%) of world spending. For OIC countries, this market represents 60% of the global market, resulting in \$60 billion in issuing tourism spending.

Muslim tourists contribute to the world economy not only through tourist revenues and expenditures but also through the resulting tax impact during their travels. Halal tourism contributes to the payment of fees and taxes on their trips abroad, as most countries charge tourists a fee when buying goods and services. These industries benefit from tax rates in the sense that they earn revenue on their expenses as well as property taxes, and licenses, among others. These taxes paid by tourists also contribute to the payment of wages to workers in the tourist industry.

(Taken from “*Global and Recent Trends in Halal Tourism,*” by Pedro Liberto, et al, 2020).

2. Answer the following questions based on the text.

- a. How are the Islamic people dominated the growing rate of partly global tourism?
- b. What is the role of Islamic market in global tourism demand?
- c. What does the word ‘they’ in the first paragraph refer to?
- d. Mention 2 positive impacts of Islamic market in tourism sector?
- e. In what continents do the halal tourism grow mainly?
- f. What does the fourth paragraph mainly discuss?
- g. How is the estimation value of halal tourism in 2026?
- h. What does the word ‘tourism expenditure’ mean?

3. Decide whether the following statements are “True (T) or False (F)” according to the text.

| Statements | | T | F |
|------------|---|---|---|
| a | Countries of Asia and the Middle East benefit the most in terms of revenue from Islamic tourists. | | |
| b | WTO forecasts show that halal tourists’ grow about 90 million in period 2018-2026. | | |
| c | In 2020, Muslim tourists visit more OIC’s member countries than non-member of OIC. | | |
| d | Recently, more halal tourists visit East Asia than Europe. | | |
| e | The Islamic visitors form Malaysia, Indonesia, and Turkey lead the tourism of outbound. | | |

| | | | |
|---|--|--|--|
| f | The United States of America and Europe represent the markets with the highest demand for Halal tourism. | | |
| g | Islamic tourists' revenues and expenditures contribute solely to the world economy. | | |
| h | The halal tourists' taxes are one payment components for the tourist industry workers. | | |

4. Read the text again and discuss the following questions with your classmate.

- a. How is the trend of halal tourism in your country?
- b. What do you learn from the text?

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORD | MEANING |
|-------------|---|
| trends | : a general development or change |
| grow | : to increase in size or amount |
| emerging | : starting to exist |
| purchasing | : to buy goods |
| promoter | : a person who organizes something |
| solid | : continuing for a period of time |
| global | : relating to the whole world |
| encompasses | : to include several different things |
| residents | : a person who has their home in a place |
| spending | : the money used for a particular purpose |
| projections | : a calculation about the future |
| forecasts | : what is likely to happen in the future |
| annual | : happening once every year |

| | | |
|---------------|---|---|
| estimate | : | to calculate the cost of something |
| competitive | : | able to compete at the same level |
| leading | : | very important or most important |
| demand | : | a strong request |
| corresponding | : | similar to, connected with something else |
| market | : | part of the world where something is sold |
| represents | : | to act officially for another person |

2. Fill in the blank with appropriate word from the box

| | | |
|--------|------------|----------|
| Market | forecasted | grow |
| demand | spending | promoter |

- a. Countries in Middle East are ones of the main Halal tourism
- b. The Islamic market is linked with the Halal tourism.
- c. The WTO has 69 million Halal tourists from Middle East in 2020.
- d. The OIC countries has earned \$60 billion from tourism
- e. Tourist arrivals in OIC countries are to at 98 million in 2020.
- f. The Islamic market is a of the global tourism rise.

3. Find out the Indonesian equivalent for the words below.

| WORDS | EQUIVALENTS |
|------------|-------------|
| contribute | |
| tax | |
| payment | |
| fee | |
| earn | |
| wages | |
| workers | |
| benefit | |

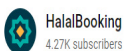
D. LISTENING

1. Watch and listen carefully the video below

<https://www.youtube.com/watch?v=x6qbNam3Wd0>



What are the barriers to growth in the halal tourism (euronews)



2. Answer the questions below based on the video.

- a. What do you think the speakers are talking about?
- b. What are other halal features served by some hotels in UAE?
- c. How much is the Muslim travel market valued in UAE?
- d. Who are the biggest visitors of halal industry?
- e. What are some preferences of the female German tourist about the halal hotel?
- f. What is Sakina Rajabali doing in her work?

E. WRITING

1. Write a paragraph about “Marketing Strategies of Halal Tourism.” Then, read it out in front of the class.

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2. Translate this paragraph into Indonesian.

Halal Tourism is becoming a trend. The increasing number of Muslim tourists in the world spending hundreds of billions of dollars in spending provides opportunities for Halal Tourism destinations. OIC and non-OIC member countries are competing to respond to this opportunity by developing the concept of Halal Tourism. Indonesia as the first ranked Halal

Tourism destination by GMTI 2019 also prepared a strategy by making a series of policies. As a Muslim majority country that has natural resources, ethnicity, race, history and culture, it provides an opportunity for Indonesia to survive as the best Halal Tourism destination. However, its implementation needs to be reviewed again in order to maintain the best service quality in accordance with Islamic values in order to bring forth new strategic input in developing Halal Tourism.

F. GRAMMAR FOCUS

PRESENT PARTICIPLES

Introduction: The present participle is a versatile verb form that ends in “-ing” and is used to convey ongoing or continuous actions in the present. It is formed by adding “-ing” to the base form of the verb. Present participles have several functions in sentences, serving as verb forms, gerunds, or participial adjectives

| Functions | Points | Examples |
|----------------|--|--|
| As a verb form | As a verb form, the present participle is used to describe actions that are happening at the moment or actions that occur repeatedly. | <ul style="list-style-type: none"> ® Travelers are exploring the local markets, searching for unique souvenirs to bring back home. ® Travel bloggers are sharing their experiences and travel tips with their followers through their online platforms. ® I am currently planning my next vacation to a tropical paradise. ® The hotel staff is welcoming guests from all over the world |
| As a gerund | Present participles can also function as gerunds, which are verb forms used as nouns. In this case, the present participle represents the action or the subject of the sentence. | <ul style="list-style-type: none"> ® Travelers love exploring new destinations and experiencing different cultures. ® Swimming in the ocean is a favorite activity for beach-loving tourists. ® Shopping for souvenirs is a fun way to remember a memorable trip. ® Many people enjoy exploring historical sites and landmarks while traveling. |

| | | |
|----------------------------|---|---|
| As a participial adjective | Present participles can act as participial adjectives, modifying nouns to provide additional information or description | ® The charming breakfast provided a cozy atmosphere for weary travelers ® The exciting safari adventure allowed us to observe magnificent wildlife up close ® The twinkling stars lit up the night sky like diamonds. ® The barking dog alerted us to the approaching danger |
|----------------------------|---|---|

1. Choose the correct verbs and change them into present participle from the list below to complete the following sentences.

| | | | |
|-----------|-----------|------------|---------------|
| exploring | wearing | displaying | explaining |
| hiking | attending | sharing | making |
| offering | learning | enjoying | participating |
| blending | visiting | | |

- a. _____ hijab is one of Muslims' dresses
- b. The tour guide is _____ interesting facts about the culture
- c. While _____ the local markets, tourists can discover a variety of halal products.
- d. The tour guide is _____ the significance of halal cuisine in the region.
- e. Travelers should be respectful when _____ mosques during their halal tourism journey.
- f. The market vendors are busy _____ their goods, enticing tourists with colorful displays.

- g. Families often engage in _____ in cultural events while on a halal vacation.
- h. The hotel staff is always sure _____ that guests have access to halal food options.
- i. The guidebook provides valuable information for tourists interested in _____ about the region's culture.
- j. Travelers often enjoy _____ local festivals and celebrations during their halal tourism experience.
- k. Tourists can relax by the pool while _____ refreshing halal beverages.
- l. Some travelers prefer _____ in the mountains to experience the natural beauty of halal tourism destinations.
- m. The travel agency is currently _____ special discounts on halal vacation packages
- n. he local cuisine is known for _____ traditional flavors with modern culinary techniques

2. Rewrite the Jumble Sentences into Good Order.

Example: money / halal / casino / isn't / Wasting / part of / in / tourism

(Wasting money in casino isn't part of halal tourism.)

- a. The / carefully / process of / building / halal / new / is / hotel /examined. _____

- b. The / is / City Major /speaker / in / the / inviting / halal fair / the. _____

- c. frying / is / a / The / big / temperature / for /hajj member / problem. _____

- d. separate / Halal hotels / women / and / swimming pools / provides / for men / The. _____

- e. goal / Using / easily / one / halal product /of / is / the Muslim festival _____

- f. flight / Informing / one / will be / service of / the prayer time / halal. _____

- g. allowed / Selling / the / isn't / halal / liquor / tourism fair / in. _____

- h. halal / indicates / Providing / the shariah / in-flight meal / compliant / airline. _____

3. Pick out some sentences from the text above containing adverb of manner.

- a.
.....
- b.
.....
- c.
.....
- d.
.....
- e.
.....

UNIT 8

MARKETING AND PROMOTION OF HALAL TOURISM

- Speaking: role of promotion, halal tourism marketing
- Reading Comprehension: understanding products and services of halal tourism, the use of social media in promoting halal tourism
- Vocabulary Focus: recognizing and using vocabulary related to the topic.
- Listening: understanding information from a video related to the topic
- Writing: writing an advertisement about promoting a tourism event
- Grammar Focus: understanding and using prepositional phrase.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- Have you ever watched a tv or listen to a radio that advertise tourism products?
- Give some examples of media that can be used to promote tourism products.
- What do you think the popular strategies used to promote tourism products and services?
- Why are some effective strategies needed to market the halal tourism industry?
- What is the importance of branding for halal tourism product and services?

- 2. Find information from internet or other sources and discuss with a partner “how marketing should be done in an Islamic way.”**

B. READING COMPREHENSION

1. Read the text about *Marketing and Promotion of Halal Tourism*

Marketing and promotion policies constitute an essential part of any national tourism strategy. As a niche market of the tourism sector, products and services of the Islamic tourism sector also need to be marketed and promoted in order to raise awareness, attract more tourists, generate more revenues and sustain the growth of the sector.

In the simplest term, the tourism marketing strategy can be defined as a country’s strategy that combines all of its tourism marketing goals into one comprehensive plan. A good marketing strategy needs to be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the growth of the sector. Developing an effective marketing strategy in the Islamic tourism sector is challenging. Many countries with non-majority Muslim populations such as Thailand, UK, and Singapore went into the market and started to serve extensive Islamic tourism products and services.

A major challenge in the domain of Islamic tourism is the Halal standardization and certification issue. Target traveler group in the Islamic tourism sector pays special attention to the Halal issue and demands such standard services. A survey conducted in 2016 indicated that 74 percent of travelers in the Islamic tourism market are willing to pay extra to receive products and services tailored to meet their religious needs.

An effective marketing strategy in the tourism sector usually encompasses such items as product development, branding, pricing, positioning, and promotion. Finding the right mix of these items is

not an easy task for defining an effective Islamic tourism marketing strategy. The mix might be affected by the existing Islamic tourism ecosystem in the country, target groups and segments, overall infrastructure quality, global and economic outlook, and strategies of other countries. It is also critical to know the profile of a Muslim traveler in order to calibrate a balanced marketing and promotion strategy for Islamic tourism products and services. A short description of the strategies can be seen in the following box.

Key Concepts in Islamic Tourism Marketing

Product Development: The creation of Islamic tourism products and services with new or different characteristics that offer new or additional benefits to the traveler.

Branding: The process involved in creating a unique name and image for Islamic tourism products, services or places (e.g. Muslim friendly city or separated beach for men/women) in the travelers' mind, mainly through advertising campaigns with a consistent theme.

Pricing: Activities aimed at finding a product's (from minimum rate for a hotel room rate to airport tax) optimum price, typically including overall marketing objectives, consumer demand, product attributes, competitors' pricing, and market and economic trends.

Positioning: Islamic tourism marketing strategy that aims to make a brand (e.g. country, region, city) occupy a distinct position, relative to competing brands, in the mind of the traveler.

Promotion: The advancement of Islamic tourism products, services or places through publicity and/or advertising.

(Taken from “*Strategic Roadmap for Development of Islamic Tourism In OIC Member Countries*” by Organisation of Islamic Cooperation Statistical, Economic and Social Research And Training Centre for Islamic Countries, 2017)

2. Answer the following questions based on the text.

- a. What is tourism marketing strategy in the simplest term?
- b. What does the word “its” in the second paragraph refer to?
- c. What does the word “challenging” in the second paragraph mean?
- d. Mention the countries with non-majority Muslim populations mentioned in the text.
- e. What is the major challenge in the domain of Islamic tourism according the text?
- f. What does the third paragraph mainly discuss?
- g. What does an effective marketing strategy in the tourism sector usually encompass?

3. Decide whether the following statements are “True (T) or False (F)” according to the text.

| Statements | | T | F |
|------------|---|---|---|
| a | Products and services of the Islamic tourism sector need to be marketed and promoted. | | |
| b | Promotion is the advancement of Islamic tourism products, services or places through publicity and/ or advertising. | | |
| c | Certification issue is the only major challenge in the domain of Islamic tourism | | |
| d | Developing an effective marketing strategy in the Islamic tourism sector is effortless | | |
| e | The process involved in creating a unique name and image for Islamic tourism products, services or places is called pricing | | |

| | | | |
|---|--|--|--|
| f | Product development deals with the creation of Islamic tourism products and services with new or different characteristics that offer new or additional benefits to the traveler | | |
|---|--|--|--|

4. Read the text again and say whether you agree or disagree with the following statements.

- a. We need to introduce halal tourism to global world.
- b. Social media is the most effective means of promoting and marketing tourism products and services, including halal tourism.

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORD | : | MEANING |
|-----------------------|---|---------------------------------------|
| constitute | : | to be the parts that form something |
| niche | : | interesting |
| Islamic tourism | : | Tourism in line with islamic values |
| raise | : | <u>to cause something to increase</u> |
| revenue | : | <u>money that company receives</u> |
| sustain | : | to keep something in operation |
| comprehensive | : | including something necessary |
| product mix | : | combination of products |
| extensive | : | having a great range |
| standardization | : | making something standard |
| target traveler group | : | customers that buy tourism product |
| demand | : | need of customers for goods |
| religious needs | : | need for joining in religious rituals |
| encompass | : | to include different types of things |

| | | |
|-------------------|---|--------------------------------------|
| branding | : | the design, symbols, colours, etc |
| tourism ecosystem | : | a cooperation in the tourism sector |
| overall | : | in general rather than in particular |
| outlook | : | <u>he likely future situation</u> |
| critical | : | of the greatest importance |
| callibrate | : | to measure with a tool device |

2. Find the synonym of the words in bold used in the following sentences. Use your dictionary to help you.

- a. Marketing and promotion policies **constitute** an essential part of any national tourism strategy.
- b. The products of the Islamic tourism sector also need to be promoted in order to **raise** awareness, attract more tourists, generate more revenues.
- c. A good marketing strategy needs to be drawn from market research in order to **achieve** the maximum profit potential.
- d. Developing an effective marketing strategy in the Islamic tourism sector is **challenging**.
- e. Many countries with non-majority Muslim populations started to serve **extensive** Islamic tourism products and services.
- f. An effective marketing strategy in the tourism sector usually **encompasses** such items as product development, branding, pricing, positioning, and promotion.

3. Match the pictures with the words or phrases in the box.

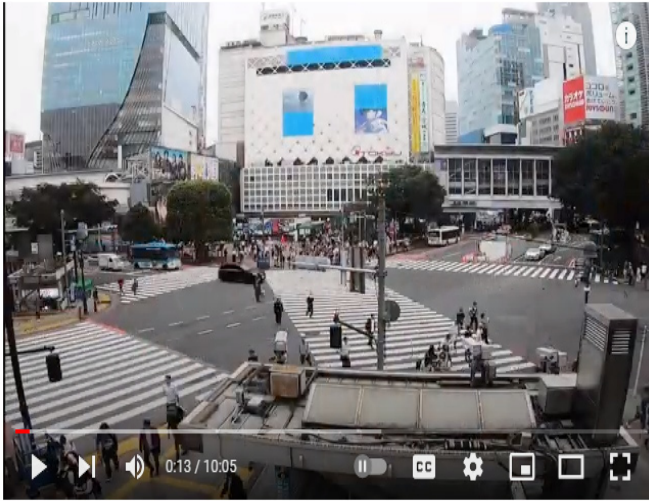
islamic tourism promotion standardization
 branding product development Pricing

| | |
|--|--|
|  |  |
| 1 | 2 |
|  |  |
| 3 | 4 |
|  |  |
| 5 | 6 |

D. LISTENING

1. Watch and listen carefully the video below

https://www.youtube.com/watch?v=IPrm7dtm3Zk&ab_channel=TheHalalTimes



How To Market To Muslim Tourists?



The Halal Times
1.09K subscribers

Subscribe



Share



2. Answer the questions below based on the video.

- a. What do you have in mind first when thinking about tourist attraction?
- b. Why tourism business should be very interested in attracting muslim visitors?
- c. According to the video, what you need to understand as halal tourism operator?
- d. What are the countries mentioned by the speaker which are successful in attracting muslim tourist from all part of the world?
- e. What is product evolution?

- f. How many factors are considered to be important to start attracting muslim visitors from different countries?
- g. What strategies are suggested by the spekaer that can be used to advertise halal tourism business?
- h. What can you conclude about marketing and promoting halal tourism from the video?

E. WRITING

1. Suppose that you are the marketing team for a big travel company and write a “an advertisement promoting a holiday or a tourism event in your place to your customer.”

.....

2. Translate this paragraph into Indonesian

People are often unclear about exactly what marketing is, and confuse it with advertising and promotion, both important parts of marketing. Advertising brings a product or service to the attention of customers through the media e.g. newspapers, TV, or the Internet to persuade them to buy it. Promotion keeps a product or service in the minds of customers and helps stimulate their demand for it, often through advertising. Marketing is altogether more complex. It is all the activities

involved in making sure that customers buy a product or service by understanding and meeting their needs.

F. GRAMMAR FOCUS

PREPOSITIONAL PHRASE

Introduction: A prepositional phrase is a group of words consisting of a preposition, its object, and any words that modify the object. Some of the most common prepositions that begin prepositional phrases are to, of, about, at, before, after, by, behind, during, for, from, in, over, under, and with: about, after, at, before, behind, during, by, for, from, in, of, over, on, to, under, up, with, etc. Most of the time, a prepositional phrase modifies a verb or a noun. These two kinds of prepositional phrases are called adverbial phrases and adjectival phrases, respectively.

| | Points | Examples |
|--|--|---|
| Use | Most often Prepositional phrases serve as adjectives or adverbs. Remember that an adjective modifies a noun or pronoun and gives more information about it; which one, what kind, how many. Remember that an adverb modifies a verb, and adjective, or another adverb; and it tells when, where, why, how, under what condition, to what extent. | <p>® The books on the counter talk about the practice of halal tourism in Indonesia.</p> <p>® There are several terms on tourism in the Quran.</p> <p>® In the day time, you should bring head or eye protective equipment such as glasses and hats.</p> <p>® Prof. James wrote an article about Muslims Friendly Hotels.</p> |
| Prepositional phrases are used as adjectives | When prepositional phrases are used as adjectives, the phrase comes immediately after the noun or pronoun it modifies. The phrase answers one of the following questions about the word it modifies: Which one? What kind of? How many? Whose? | <p>® The student on the floor is discussing the importance of safety transportation.</p> <p>® The cat in the middle is the cutest.</p> <p>® My uncle with the lake house invited us on summer vacation.</p> <p>® The travel agent at the corner belongs to my uncle.</p> <p>® More countries are trying to attract Muslim tourists from all over the world</p> <p>® Taylor wants to stop at the restaurant by the mall.</p> |

| | | |
|---|---|--|
| <p>Prepositional phrases are used as adverbs.</p> | <p>When prepositional phrases are used as adverbs, they may be found any place in the sentence. The adverb phrase tells how, when, where, or under what condition about a verb, adjective, or adverb.</p> | <p>® if you want to travel to Madura, we recommend that you take the local bus.</p> <p>® We always go to the beach on the weekends.</p> <p>® In the mornings, my mother goes to the supermarket</p> <p>® The tour guide talked to me in a friendly way.</p> <p>® After breakfast, we are going swimming.</p> <p>® Kartika is sitting near the open window.</p> |
|---|---|--|

1. Underline the prepositional phrase in each sentence below

- a. We walked up the stairs.
- b. My mom took a walk around the block.
- c. I looked under my bed.
- d. The girl looked behind the door for her friend who was hiding.
- e. Don't leave without your coat.
- f. During lunch we had a basketball tournament.
- g. The car traveled at a high speed.
- h. For a fraction of the cost you can buy a watermelon.
- i. The boy tried to finish the race at any cost.
- j. At noon we all went to lunch.
- k. He is in jeopardy of not graduating.
- l. The man sat on top of the historic rock.
- m. The baseball was just out of reach from the boy.

2. Determine whether the prepositional phrase in the following sentences serves as an adjective or an adverb.

- a. The fish in the pond keep swimming.
- b. The brothers decided to open a restaurant in the city.
- c. We won the competition against 100 teams.
- d. The teacher in the blue dress left the classroom.
- e. The broth with the grilled chicken tasted delicious.
- f. The boy runs near the ocean.
- g. My grandmother enjoyed the play with the famous actor.
- h. The lobster near the water was bright red.
- i. Did you see the girl on the stage?
- j. We played at the park.

3. Pick out some sentences from the text above containing prepositional phrases.

- a.
.....
- b.
.....
- c.
.....
- d.
.....
- e.
.....

UNIT 9

PROSPECT OF HALAL TOURISM

- Speaking: discussing the future of halal tourism, government support for halal tourism industry
- Reading Comprehension: understanding halal tourism potentials, investment in developing halal tourism
- Vocabulary Focus: recognizing and using vocabulary related to the topic.
- Listening: understanding information from a video related to the topic
- Writing: writing a paragraph about the economic benefits of halal tourism.
- Grammar Focus: understanding and using present continuous tense.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- Do you plan to travel at the end of this year?
- Which countries will you go to?
- Do you know some popular destinations of halal tourism in non-muslim countries? Why are they popular?
- What is your prediction about halal tourism in the future?
- What do you know about halal services and halal products?

2. Discuss with your classmate *How “government should support the development of halal tourism industry in Indonesia.”*

B. READING COMPREHENSION

1. Read the text about *Prospect of Halal Tourism*

Halal tourism is one of the most lucrative and recently growing tourism segments. It has great potential for destinations, businesses, and travel-related entities. It is also one of the world's highest-spending tourist markets. It has flourished in recent years to cater to the needs of Muslim travelers who want to enjoy full holiday services, which at the same time address their religious requirements as well as Islamic customs, values, and culture. With an expenditure of about USD 155 billion in 2016, the Halal tourism Market is a significant contributor to the overall Muslim consumer market, which is estimated to be worth USD 2 to 3 trillion across various Halal industries of food, lifestyle, and services.

Halal tourism is open to everyone and elsewhere. Emphasis on the importance of Halal or Sharia-compliant tourism products and services is growing from time to time. The Islamic perspective of travel and tourism is increasingly gaining attention and becoming a new marketing segment. It is moving into the mainstream market, affecting and changing perceptions on how Sharia-compliant business should be conducted in both Muslim and non-Muslim destinations, particularly from a marketing and branding point of view.

Halal products and services are getting popular not only among Muslims but also among people of other faiths and philosophies as halal products are known for their quality and the halal industry has been creating an enabling environment for mutual respect and honest cooperation. As the Halal tourism industry becomes an emerging and lucrative business, many Muslim and non-Muslim countries are working to capture the Muslim tourists market by providing Sharia-compliant tourism products, facilities, and infrastructures to cater to their needs. Both Muslim and non-Muslim countries such as Malaysia, Indonesia, United Arab Emirates,

Turkey, Singapore, Philippines, Australia, and France are emerging as hosting destinations for Halal tourists.

In 2017, 130 countries became destinations of halal tourism. Of which 46 were Muslim countries' destinations and 82 were non-Muslim destinations. Based on Mastercard & Crescentrating report in 2017, Malaysia, Indonesia, United Arab Emirates, Turkey, Saudi Arabia, Qatar, Morocco, Oman, Bahrain, and Iran respectively were the top 10 destinations of Halal tourism from Muslim Countries whereas Singapore Thailand, United Kingdom, South Africa, Hong Kong, Japan, Taiwan, France, Spain, and the United States respectively were from non-Muslim Countries.

Halal tourism will be continuing as a lucrative business because of two important facts from the demand side, namely the growing Muslim population and the increasing availability of Muslim-friendly travel services and facilities. The Muslim population continues to be the fastest-growing religious segment in the world. It is expected to make up 26 percent of the world's population by 2030. By 2050, this Muslim population increase will be faster than the world's population as a whole. There is a continued increase in the middle-class population in countries with large Muslim populations such as the Gulf countries, Indonesia, Turkey, and Malaysia. Muslims are also the youngest segment amongst all other major religious groups with a median age of 23 years old in 2010. This millennial generation is shaping the future travel industry through their strong viewpoints and unique purchasing behaviors worldwide. Meanwhile, with the increasing growth of the Muslim travel market, more businesses and destinations are now entering the industry to serve the needs of Muslim travelers by adapting their products and services. The increase in these Muslim-friendly services creates a virtuous cycle, creating more opportunities for Muslims to travel worldwide. With the majority of Muslims representing growing economies such as Indonesia, Malaysia, and Turkey and economies in the Gulf

Cooperation Council (GCC), Halal business travel is projected to grow rapidly.

(Taken From *“The Potential of Halal Tourism In Ethiopia: Opportunities, Challenges, And Prospects,”* by Mohammed Jemal Ahmed and Atilla AKBABA, 2018)

2. Read the text again and answer the questions

- a. What are the potentials of halal tourism mentioned in the first paragraph?
- b. Halal tourism is one of the most lucrative and recently What does the word lucrative in the sentence mean?
- c. How should Sharia-compliant business be conducted from a marketing and branding point of view?
- d. What does the word ‘their’ in the third paragraph refer to?
- e. How many countries became destinations of halal tourism In 2017?
- f. Mention four countries of the top ten destination of halal tourism from Muslim countries
- g. What are the two important facts from the demand side which cause halal tourism continue to be lucrative business?
- h. What does the author think about the prospect of halal tourism in the future?

3. With you classmate, think about the following issues and give your arguments

- a. Muslim population is predicted to become a great potential of halal tourism in the future.

- b. The investment required to develop and maintain halal-friendly infrastructure and services.

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORD/PHRASE | MEANING |
|-------------------------|---------------------------------------|
| lucrative | : making a large profit |
| travel-related entities | : products related to travel business |
| highest-spending | : having a lot of money to spend |
| address | : to give attention |
| expenditure | : an amount of money, that is spent: |
| elsewhere | : Anywhere or somewhere else |
| perspective | : a particular way of viewing things |
| increasingly | : more and more all the time |
| segment | : <u>a part of something</u> |
| mainstream | : accepted or used by most people |
| particularly | : especially |
| mutual respect | : treat each other with kindness |
| capture | : recording information of something |
| emerging | : growing or developing |
| make up | : to form a particular thing as whole |
| gulf | : a large area surrounded by land |
| purchasing | : buying goods and services |
| virtuous | : possessing good moral qualities: |
| worldwide | : existing in all parts of the world |
| rapidly | : very quickly; at a great rate |

2. Find the antonym of the words in bold in the following sentences.

- a. Halal tourism has **great** potential for destinations, businesses, and travel-related entities.

- b. Halal tourism has **flourished** in recent years to cater to the needs of Muslim travelers who want to enjoy full holiday services.
- c. the Halal tourism Market is a **significant** contributor to the overall Muslim consumer market.
- d. The Islamic perspective of travel and tourism is increasingly **gaining** attention and becoming a new marketing segment.
- e. Halal products and services are getting **popular** not only among Muslims but also among people of other faiths.
- f. Many Muslim and non-Muslim countries are working to **capture** the Muslim tourists market by providing Sharia-compliant tourism products, facilities, and infrastructures.
- g. Halal tourism will be continuing as a lucrative business because of the increasing **availability** of Muslim-friendly travel services and facilities.
- h. The Muslim population continues to be the fastest-growing religious **segment** in the world.
- i. This **millennial** generation is shaping the future travel industry through their strong viewpoints and unique purchasing behaviors worldwide.
- j. With the majority of Muslims representing growing economies such as Indonesia, Malaysia, and Turkey and economies in the Gulf Cooperation Council (GCC), Halal business travel is projected to grow **rapidly**.

3. Complete the missing words in the paragraph by using the suitable words below.

| | | |
|-------------------|-------------------|-----------------|
| local community | prayer rooms | Muslim tourists |
| praying time call | Food | Keep |
| majority | faith-based needs | halal logo |
| | ramadhan | |

Based on the Standing Committee for Economic and Commercial Cooperation of the Organization of the Islamic Cooperation (COMCEC) in 2016, there are six (1) became the concern of Muslims travelers, halal food, prayer facilities, Ramadhan service, water-friendly washrooms, no non-halal activities, and recreational facilities. In general, the (2) of Indonesian are Muslims and these six basic needs of Muslim tourists are part of most Indonesian lifestyles. For instance, most of the (3) is considered halal. However, not all food stall has a clear sign of the (4) Moreover, prayer facilities could be easily found in Indonesia. There were more than 250.000 registered (5) and more 200.000 registered (6) in all around Indonesia. Besides, (7) will also easily notice the prayer times, because all mosques and most mushalas announce (8) five times a day. This helps the tourist to (9) they pray on time. Most mosques and mushalas in Indonesia also have activities during(10), including iftar, tarawih and other Ramadhan activities. These activities vary in every place in Indonesia based on the culture of the (11).

D. LISTENING

1. Watch and listen carefully the video below

<https://www.youtube.com/watch?v=wmqOwPmSXf0>



Halal Tourism a Growing Opportunity for Asia



Euromonitor International
5.76K subscribers

Subscribe

15



Share



2. Answer the questions below based on the video.

- a. What is the subject matter discussed by the speaker in the video?
- b. What is the reason behind the hesitancy of Muslim travelers to engage in travel?
- c. Where do the majority of affluent Asians typically travel to?
- d. What are the preferred shopping destinations for Asian Muslims, and what are their motivations for shopping there?
- e. How does Japan respond to Muslim travelers who want to visit their country?

- f. How does Australia prepare for the arrival of muslim traveler to their country?
- g. In what ways do South Korea, Beijing, and Thailand cater to the needs of Muslim travelers who intend to visit their respective countries?

E. WRITING

1. Halal tourism offers a range of economic advantages that can positively impact destinations. Write in a paragraph “the economic benefits of Halal tourism.”

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2. Translate this paragraph into Indonesian

Halal tourism is a good business opportunity that could satisfy both Muslim and non-Muslim tourists’ overtime. It promotes different cultural experience towards non-Muslim community. Non-Muslim community prefer halal tourism because ethical practices, cleaning concepts and some health issues. Sometimes, it is shown that, which is prohibited for Muslim community, it is also prohibited for other community. That’s why; they prefer halal tourism concept. On the other hand, some non-Muslim has negative attitude towards halal tourism because they are looking for sex, alcohols, gambling and aggressiveness in a tourist area which is not available

1. Fill in the gaps in the following paragraph with the appropriate form of the verb in the present continuous tense. Choose the correct word from the options provided in the brackets.

Halal tourism (1) _____ (become / is becoming / became) increasingly popular among Muslim travelers. Many countries (2) _____ (recognize / recognized / are recognizing) the potential economic benefits and (3) _____ (invest / invested / are investing) in halal-friendly infrastructure. Travel agencies (4) _____ (offer / offered / are offering) a wide range of halal tour packages, and hotels (5) _____ (upgrade / upgraded / are upgrading) their facilities to cater to the specific needs of Muslim guests. Additionally, restaurants (6) _____ (serve / served / are serving) delicious halal cuisine, while local communities (7) _____ (organize / organized / are organizing) cultural events and activities to enhance the experience for Muslim visitors. The tourism industry (8) _____ (adapt / adapted / is adapting) to this growing trend and (9) _____ (work / worked / is working) towards providing a welcoming and inclusive environment for Muslim travelers. Overall, halal tourism (10) _____ (transform / transformed / is transforming) the way destinations cater to the needs of the Muslim market.

2. Ask questions about the underlined part of the sentence using the present continuous tense.

- a. Muslim travelers are exploring new destinations for halal tourism.
- b. Travel agencies are promoting halal-friendly accommodations for Muslim tourists
- c. Local communities are organizing halal food festivals to attract Muslim visitors.

- d. Tour operators are developing specialized halal tour packages.
- e. Hotels are upgrading their facilities to cater to the needs of Muslim guests.

3. Pick out some sentences from the text above containing present continuous tense

- a.
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- b.
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- c.
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- d.
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- e.
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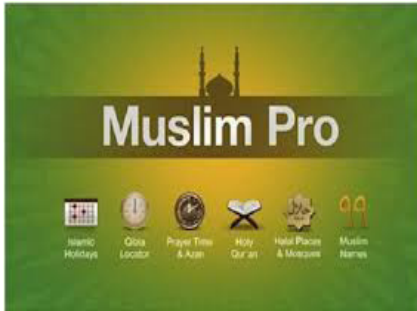
UNIT 10

CURRENT PRACTICE IN HALAL TOURISM

- **Speaking:** discussing apps used in the field of halal tourism, challenges in the development of halal tourism
- **Reading Comprehension:** understanding services related to halal tourism, practice of halal tourism
- **Vocabulary Focus:** recognizing and using vocabulary related to the topic.
- **Listening:** understanding information from a video related to the topic
- **Writing:** writing a paragraph about preferences of Muslim travellers.
- **Grammar Focus:** understanding and using compound nouns.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- Do you know Muslim pro and Qibla direction? What are they?
- Mention some halal apps used in the field of halal tourism.
- How are Muslim-friendly travel apps and online resources helping halal tourists to find halal food options, prayer facilities, and other amenities while traveling?
- How do you ensure halal status of a tourism products and services?
- What are some challenges faced by Muslim travelers when it comes to halal tourism?

- 2. Find information from internet or other sources and discuss with a partner about “the practical challenges faced in the development of halal tourism, and how they can they be addressed.”**

B. READING COMPREHENSION

1. Read the text about *Current Practice in Halal Tourism*

It is noted recently that Muslim customers become sensitive to consuming products and services that are Shariah-compliant. Moreover, the awareness among Muslims increased to select Halal options for their needs from the common options currently offered. Therefore, some non-Muslim destinations such as Japan, the Philippines, and Thailand offered Muslim-friendly solutions to fulfill the needs of Muslim travelers.

Recently, some practices related to Halal tourism can be seen in a variety of tourism facilities and services provided in several non-muslim countries. For example, the number of Shariah-compliant hotels is growing in some Muslim and non-Muslim destinations. These destinations promote these hotels that claim to be ‘Shariah compliant’ as ‘Muslim friendly hotels. Muslim-friendly hotels deliver Muslim guests with all services that are compliant with Islamic teachings such as Qibla Direction, Halal food, alcohol-free beverages, and a prayer room with a call for prayers. Aerostar Hotel in Moscow provides a copy of the Quran, a prayer mat, and the Qibla direction in 20 of their rooms. The kitchen is certified Halal. The shampoo and soap provided in the rooms are also certified Halal. Two prayer rooms are available; one for men and one for women. Besides, Fairmont Makati and Raffles Makati hotels in the Philippines becomes Muslim-friendly by providing Quran copies, prayer rooms, and Arabic-language TV channels.

Furthermore, middle eastern full-service and fast-food restaurants which serve Halal food for Muslim tourists are very

prevalent in France, Germany, and the UK and some of their customers may be frequently non-Muslim. Some chain restaurants cater to Muslim tourist needs by serving dishes prepared in kitchens certified as Halal and using Halal chicken. For example, in the UK, about 100 KFC outlets and a fifth of Nando's restaurants serve Halal-certified chicken. Chicken Cottage, Dixy Fried Chicken, Pizza Express, and Perfect Fried Chicken are using Halal chicken.

Thailand is one of the non-Muslim countries that takes initiatives to launch Muslim-friendly applications to help further enhance the tourism industry in Thailand. It helps visitors to find hotels and shopping centers with prayer rooms and restaurants that provide Halal food availability. The new application is available on Google Inc's Android and Apple Inc's iOS systems and is available in English and Thai but will be expanded to include Arabic and Bahasa Indonesia. Some Muslim-friendly interface applications for smartphone is available such as 'Halal Trip' and 'Muslim Pro'. The applications help Muslim tourists to find Halal-friendly hospitality products and services, such as hotels, destination guides, holiday packages, airport guides, and Halal restaurants.

The Muslim-friendly airport is recently one of the best practices to satisfy Muslim travelers. It was reported that the number of visitors from the Southeast Asian Muslim countries of Malaysia and Indonesia in a recent year increased in Osaka. Therefore, Kansai International Airport (KIX) has taken initiative to satisfy Muslims. The airport allocates three prayer rooms for use of travelers and visitors. Moreover, Narita Airport and Haneda International Airport in Tokyo opened a prayer room in 2014.

One of the recent trends in the global halal market is Muslims friendly cruises. It is the first Halal cruise which is launched by the Antalya based Fusion Tour Company in Turkey. It sails to Greece without alcohol, pork-related products, and gambling on board. It also includes segregated sports centers, single-sex spa facilities, separate Turkish baths, and prayer rooms. Moreover, Star Cruise is

a Malaysian cruise company offering family-friendly/Halal cruises for Muslims. The halal cruise concept may be imitated by other religious communities such as the Kosherica cruise for the Jewish community.

(Taken from “*Halal Tourism: Concepts, Practises, Challenges and Future*” by Mohamed Battour and Mohd Nazari Ismail, 2015)

2. Answer the following questions based on the text.

- a. What does the first paragraph discuss?
- b. What are the practices of halal tourism described in paragraph 2?
- c. What are the services related to halal tourism described in paragraph 3?
- d. Mention two applications made by Thailand to improve halal tourism Industry?
- e. How can the applications help Muslim visitor?
- f. What does Kansai International Airport in Osaka take to satisfy Muslim traveler?
- g. What are Muslims friendly cruises? How can it support halal tourism?

3. Decide whether the following satatements are “True (T) or False (F)” according to the text.

| Statements | | T | F |
|------------|---|---|---|
| a | Muslim customers lose their sensitivity towards consuming products and services that are Shariah-compliant. | | |
| b | Japan, the Philippines, and Thailand, among other non-Muslim destinations, have provided Muslim-friendly options to meet the requirements of Muslim tourists. | | |

| | | | |
|---|---|--|--|
| c | Hotels that prioritize the needs of Muslim guests ensure that they receive services in accordance with Islamic teachings, including Qibla Direction, Halal food, etc. | | |
| d | Aerostar Hotel in Moscow becomes Muslim-friendly by providing Quran copies, prayer rooms, and Arabic-language TV channels. | | |
| e | Chicken Cottage, Dixy Fried Chicken, Pizza Express, and Perfect Fried Chicken are using Halal chicken | | |
| f | Halal Trip and Muslim Pro help Muslim tourists to find Halal-friendly hospitality products and services. | | |
| g | Narita Airport and Haneda International Airport in Tokyo allocates three prayer rooms to satisfy Muslim visitors. | | |
| h | Star Cruise offer alcohol, pork-related products, and gambling on board. | | |

4. Read the text again and discuss the following questions with your classmate.

- a. What are some examples of successful halal tourism practices in your country?
- b. What do you learn from the text?

C. VOCABULARY FOCUS

1. Study the vocabulary below

| WORD/PHRASE | MEANING |
|-----------------|---------------------------------------|
| awareness | : knowing that something is important |
| fulfill | : to achieve what was expected |
| muslim-friendly | : faith-based needs of Muslim |
| provide | : to give something that is needed |
| beverage | : any type of drink except water |
| furthermore | : in addition; more importantly |

| | | |
|-----------------------|---|--|
| prevalent | : | existing very commonly |
| chain | : | a series of connected things |
| cater | : | to provide or sometimes serve |
| launch | : | to start an activity |
| enhance | : | to improve the quality of something |
| prayer room | : | a room where you can go to pray |
| interface | : | two subjects meet/affect each other |
| satisfy | : | to provide what is wanted |
| allocate | : | giving something for a certain purpose |
| moreover | : | used to add information |
| pork-related products | : | products derived from pig |
| recently | : | not long ago |
| segregated | : | kept separate from something else |
| on board | : | on a boat, train, or aircraft |

2. Fill in the blank with appropriate word from the box

| | | | |
|-------------|---------|-----------------|-----------|
| allocates | serve | cruises | Available |
| initiatives | deliver | muslim-friendly | Provides |

- a. Some non-Muslim destinations offered solutions to fulfill the needs of Muslim travelers.
- b. Muslim-friendly hotels Muslim guests with all services that are compliant with Islamic teachings
- c. Aerostar Hotel in Moscow a copy of the Quran, a prayer mat, and the Qibla direction in 20 of their rooms
- d. About 100 KFC outlets and a fifth of Nando's restaurants Halal-certified chicken.
- e. Thailand is one of the non-Muslim countries that takes to launch Muslim-friendly applications

- f. The new application is on Google Inc's Android and Apple Inc's iOS systems.
- g. The airport three prayer rooms for use of travelers and visitors
- h. One of the recent trends in the global halal market is Muslims friendly

3. Find out the Indonesian equivalent for the words below.

| WORD/PHRASE | EQUIVALENTS |
|---|-------------|
| Muslim-friendly beverage Shariah-compliant hotels prevalen launch hospitality pork-related products segregated | |

D. LISTENING

1. Watch and listen carefully the video below.

<https://www.youtube.com/watch?v=F7s2SIZa4og>



HALAL tourism



United World Halal Dev...
19 subscribers

Subscribe



1



Share



2. Answer the questions below based on the video.

- What are the speakers discussing on the video?
- What is halal tourism and who is it catered to?
- What are some of the specific accommodations and facilities provided in halal tourism?

- d. What are the preferences of Muslim millennials and professional Muslims when it comes to travel destinations?
- e. How does the concept of ethical travel apply to halal tourism?
- f. How does halal tourism ensure a halal-friendly atmosphere in terms of food and facilities?

E. WRITING

1. Write a paragraph about *what factors have contributed to a change in the preferences of Muslim travelers from traditional to other types of tourism.*

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2. Translate this paragraph into Indonesian.

Food tourism was described as a visit to a food producer, a restaurant, a food festival, or a visit to a location that has unique food, which is the leading destination of the trip. Food tourism is often determined as a way to enhance other cultures through food. An exciting experience with local cuisine allows tourists to like the socio-cultural characteristics of the destination. From a tourist perspective, food becomes an indispensable part of travel. In the context of halal food,

| Types | Points | Examples |
|----------------------------|--|--|
| Open Compound Nouns | They are compound words that are written as separate words. They consist of two or more words that function together as a single noun. Here are some examples of open compound nouns related to tourism: | <ul style="list-style-type: none"> ⊗ The Eiffel Tower is one of the most famous <i>tourist attractions</i> in Paris. ⊗ I made a <i>hotel reservation</i> for two nights at the beachfront resort. ⊗ The <i>tourism industry</i> plays a significant role in the economic development of many countries. |
| Closed Compound Nouns | Close compound nouns are compound words that are written together without spaces between the individual words. They consist of two or more words that function together as a single noun. | <ul style="list-style-type: none"> ⊗ I enjoy <i>backpacking</i> because it allows me to explore new places on a ⊗ Remember to apply <i>sunscreen</i> before heading to the beach to protect your skin from the sun ⊗ Sightseeing in Rome was an incredible experience, with ancient ruins and beautiful architecture. |
| Hyphenated Compound Nouns. | Hyphenated compound nouns are compound words that are formed by connecting two or more words with hyphens. They function as a single noun, and the hyphens help clarify the relationship between the words | <ul style="list-style-type: none"> ⊗ We decided to stay at a <i>self-catering</i> apartment during our vacation to have the freedom to cook our own meals. ⊗ They booked an <i>all-inclusive</i> package that covered accommodation, meals, and activities for their entire trip. ⊗ The hotel is known for its <i>family-friendly</i> amenities, including a kids' club and a playground. |

1. Identify whether the following examples are open compound nouns, close compound nouns, or hyphenated compound nouns.

| NOUNS | | Open Compound Noun | Close Compound Noun | Hyphenated Compound Noun |
|-------|--------------------|--------------------|---------------------|--------------------------|
| a | adventure-seeking | | | |
| b | beach resort | | | |
| c | tourist attraction | | | |
| d | budget-friendly | | | |
| e | theme park | | | |
| f | adventure travel | | | |
| g | all-inclusive | | | |
| h | eco-friendly | | | |
| i | Honey moon | | | |
| j | travel agent | | | |

2. Fill in the blanks in the paragraph with the appropriate open, close, or hyphenated compound nouns:

Tourism is a diverse industry that offers a wide range of travel experiences. Whether you prefer _____ adventures, relaxing at a _____ resort, or exploring _____ attractions, there's something for everyone. Many travelers look for _____ accommodations that cater to their specific needs, such as _____ hotels that provide halal food and prayer facilities. Additionally, eco-conscious tourists seek out _____ destinations that prioritize sustainability and conservation efforts. When planning your next trip, consider your interests and choose a _____ package that suits your preferences.

3. Pick out some nouns from the text above containing open and close compound nouns.

- a.
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- b.
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- c.
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- d.
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- e.
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UNIT 11

CHALLENGES AND FUTURE OF HALAL TOURISM

- Speaking: discussing the reason why halal tourism is important and its future.
- Reading Comprehension: understanding innovation and challenges in halal tourism industry.
- Vocabulary Focus: recognizing and using vocabulary related to the topic.
- Listening: understanding information from a video related to the topic.
- Writing: writing a paragraph about the government's effort to support halal tourism.
- Grammar Focus: understanding and using simple modals.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- What do you have in mind when people talk about the future of Halal Tourism?
- Can you give some reasons why halal tourism is important in the travel industry?
- What challenges might arise in practicing halal tourism?
- How does halal tourism create jobs and help local economies?
- Is halal tourism business promising or not in the future?

- 2. Find information from internet or other sources and discuss with a partner “the role of technology in shaping the future of halal tourism.”**

B. READING COMPREHENSION

1. Read the text about *Challenges and Future of Halal Tourism*

Muslim customers are one of the fastest-developing market segments and their needs cannot be ignored by destination marketers and tourism operators. According to the State of the Global Islamic Economy report, the global Muslim travel market was worth \$140bn in 2013, which represents 11.5% of global expenditure. The same report predicts that the segment is expected to be worth \$238bn in 2019 and represent 13% of global expenditure. The tourism industry is increasingly competitive. Therefore, innovation is one of the success factors in this huge market. In developing new ideas and innovations, technology plays an important role in Halal tourism. In this regard, one of the best practices to make a destination Muslim-friendly is Muslim friendly application.

It is expected that the Halal tourism industry could be competitive in the coming next years. Destinations, hotels and resorts, airlines, and travel agents are recommended to position themselves in the Halal tourism market. The initiatives that are taken to make the destination Muslim-friendly by some non-Muslim countries may motivate other destinations to be Muslim-friendly. It is expected that worldwide global brands in the hospitality industry may address this opportunity. Furthermore, many countries and businesses in the Asia Pacific region are expected to increase attention to Halal tourism and may start to take initiatives to be Muslim-friendly. In Muslim minority countries such as Taiwan, Vietnam, China, and South Korea, Halal tourism is considered a good business opportunity.

Travel agencies could target Muslim travelers by customizing Halal tours to Muslim tourists; availability of halal food, an itinerary built around prayer timings, visits to mosques, and Muslim tour guides. It could design programs in Muslim minority countries to visit Islam related to historical religious and cultural sites whereby Muslims can learn about other communities and share their faith. In general, travel agencies have many Halal tourism opportunities in areas such as Halal business travel, family-friendly packages, Muslim-friendly services, luxury Muslim market segment, and Muslim heritage souvenirs.

The number of Shariah-compliant hotels and Halal resorts is still limited in non-Muslim destinations. Therefore, this is a business opportunity for further investment in the tourism industry globally, especially in countries that have high inbound Muslim tourists. Education syllabi and training programs are needed in the hospitality industry to understand Halal issues and this could be an opportunity for universities and training centers to offer such programs. Furthermore, Halal medical tourism could be a potential area that needs more attention for non-Muslim destinations targeting Muslim tourists.

Undoubtedly, there are challenges in developing and marketing Muslim-friendly or Halal tourism. The potential challenge is related to terms used in Halal tourism such as 'Halal travel, Halal tourism, Muslim friendly, and Islamic travel. Therefore, a standardization system is needed in Halal tourism to certify Halal friendliness in hotels, resorts, cruises, restaurants, airports, and parks.

The marketing of Halal tourism is not an easy task because of the variance between the demands of non-Muslim tourists and Muslim tourists. The non-Muslim tourist may decide not to travel to a particular destination in the absence of certain attributes. Therefore, the challenge for Muslim destinations is how to cater to non-Muslim tourists and satisfy their needs without clashing with Islamic teaching. For example, some hotels declare on their website

that they are Shariah-compliant hotels and this may not be attractive to non-Muslim guests. Therefore, Halal tourism practices could be seen as constraints to tourism destination development. These constraints are a critical and big challenge to tourism planning and destination marketers. However, this could be an opportunity for businesses to use their creativity and flexibility in catering to the different needs of Muslims and non-Muslims.

Taken from *“Halal Tourism: Concepts, Practises, Challenges And Future”* by Mohamed Battour and Mohd Nazari Ismail, 2015).

2. Answer the following questions based on the text.

- Why is innovation significant in the development of halal tourism?
- The tourism industry is increasingly competitive. What does the word increasingly in the sentence mean?
- What does the second paragraph mainly discuss?
- Which non-Muslim countries are considered potential for halal tourism?
- How do travel agencies attract Muslim traveler?
- What specific business opportunity mentioned as a potential investment?
- What challenges that might arise in developing halal tourism?
- Why the marketing of halal tourism is not easy?
- What does the word their in the fifth paragraph refer to?
- What overall conclusion that can be drawn from the text above?

3. Decide whether the following statements are “True (T) or False (F)” according to the text.

| Statements | | T | F |
|------------|--|---|---|
| a | The global Muslim travel market is expected to be worth \$238bn in 2019 and represent 13% of global expenditure. | | |

| | | | |
|---|--|--|--|
| b | In non-Muslim majority countries such as Taiwan, Vietnam, China, and South Korea, Halal tourism is not regarded as a lucrative business opportunity. | | |
| c | Travel agencies could target Muslim travelers by customizing Halal tours to Muslim tourists | | |
| d | The number of Shariah-compliant hotels and Halal resorts is abundant in non-Muslim destinations. | | |
| e | Halal tourism practices could be seen as constraints to tourism destination development | | |

4. Read the text again and think about the following issues. You may discuss with a friend or research the issue on the internet.

- a. Destination marketers and tourism operators should not ignore the needs of Muslim customers.
- b. The numbers of Shariah compliant hotels and Halal resorts are still limited in non-Muslim destinations.

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORD/PHRASE | MEANING |
|-------------------|---------------------------------------|
| segment | : a group of customers for a service |
| marketer | : someone who works in marketing |
| expenditure | : an amount of money that is spent |
| increasingly | : more often or to a greater degree |
| huge | : extremely large in size or amount |
| muslim-friendly | : suitable for Muslim |
| destination | : a place to which somebody is going |
| opportunity | : the possibility of doing something |
| prayer timing | : times to perform obligatory prayers |
| syariah-compliant | : based on Islamic principles |

| | | |
|-----------------|---|--|
| inbound | : | travelling towards a particular point |
| furthermore | : | in addition to what has just been stated |
| undoubtedly | : | to emphasize that something is true: |
| standardization | : | making something standard |
| variance | : | a difference between two things |
| absence | : | something is not where it is needed |
| clash | : | two events happen at the same time |
| satisfy | : | to provide something that is needed |
| constraint | : | a thing that limits something |
| flexibility | : | the ability to change easily |

constraint huge satisfy
destination expenditure oppurtunity traveling

2. Fill in the blank with appropriate word from the box

- a. Halal tourism destinations aim to _____ the unique requirements of Muslim travelers.
- b. _____ analysis in the tourism industry plays a crucial role in strategic decision-making.
- c. The tourism industry presents a multitude of _____ for economic development, job creation, and cultural exchange.
- d. Tourism industry can have a _____ impact on preserving natural resources.
- e. The cultural _____ in halal tourism require strict adherence to Islamic principles and practices.
- f. Halal tourism offers a variety of _____ that cater to the specific needs and preferences of Muslim travelers.

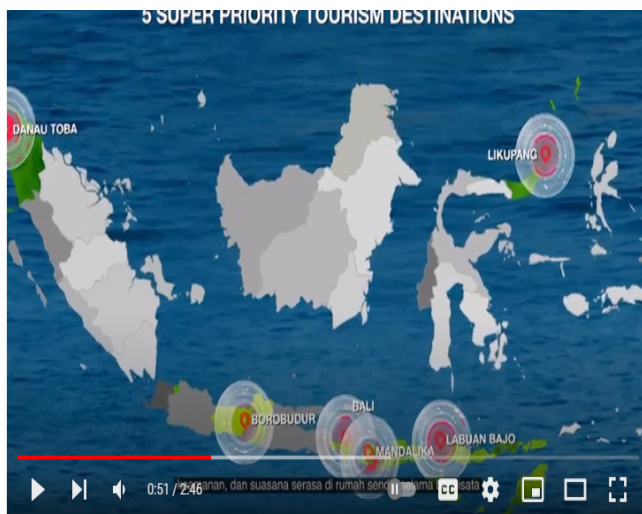
3. Find out the Indonesian equivalent for the phrases below.

| PHRASES | EQUIVQLENT |
|------------------------------------|------------|
| fastest-developing market segments | |
| destination marketers | |
| muslim friendly application | |
| family-friendly packages | |
| muslim heritage souvenirs | |
| shariah-compliant hotels | |
| halal medical tourism | |
| halal friendliness | |

D. LISTENING

1. Watch and listen carefully the video below

https://www.youtube.com/watch?v=xN1V3gg6d5c&ab_channel=KomiteNasionalEkonomidanKeuanganSyariah



Indonesia Muslim Friendly Tourism



Komite Nasional Ekono...
3.46K subscribers



2. Answer the questions below based on the video.

- a. What does the speaker on the video talk about?
- b. What are the reasons for visiting Indonesia as described on the video?
- c. What specific things the tourists can find while visiting Indonesia?
- d. Is it difficult to find praying room in public spaces?
- e. How about local cuisine, according to the speaker on the video?
- f. What kind of muslim friendly tourism described the speaker on the video?
- g. What does “no other reason for muslim travel is not to visit Indonesia” mean?

E. WRITING

1. Write a paragraph about “what the government should do to support halal tourism.” Then, read it out in front of the class.

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F. GRAMMAR FOCUS

MODALS: CAN, COULD, MAY MIGHT

Introduction: Modal verbs show possibility, intent, ability, or necessity. Because they're a type of auxiliary verb (helper verb), they're used alongside the infinitive form of the main verb of a sentence. The verbs “can, could, may, might, are usually called “modal auxiliary verbs”. They are used with other verbs to add various meanings. Modals are always followed by infinitive verb without to. Let's explore their meanings and usage.

| | Points | Examples |
|-----|---|---|
| Use | <ul style="list-style-type: none"> • We use can to indicate someone's ability, capability, or possibility to do something. It expresses a general possibility or an ability to perform an action. • We use could to indicate a past ability or possibility. • We use may to talk about possibilities. It indicates a higher level of formality compared to can. • We use might to express a lower level of possibility or probability. It suggests a more uncertain or hypothetical situation. | <ul style="list-style-type: none"> ® Muslim tourists <i>can</i> find halal restaurants in popular tourist destinations. ® Tourism <i>can</i> contribute to the economic growth of a region. ® If we leave early, we <i>could</i> catch the sunrise at the beach.. ® I <i>could</i> travel to Europe next summer if I save enough money. ® Visitors <i>may</i> encounter unexpected weather conditions during their trip. ® The bus <i>may</i> arrive late due to heavy traffic ® I <i>might</i> take a vacation next month if I can find the time and the right destination. |

| | | |
|------------------|---|--|
| Questions | In interrogative sentences, the modal verbs are used at the beginning of the sentence to form questions. | ⑧ Can we visit the museum after it closes ⑧ Could we change our flight reservation to a later date. ⑧ May I borrow your car for a few hours ⑧ Might we find parking near the restaurant |
| Negatives | In negative sentences, the modal verbs are used with «not» to indicate the negation of an action, possibility, or permission. | ⑧ I can't access the file right now; it seems to be corrupted. ⑧ They couldn't complete the project on time due to technical difficulties. ⑧ He may not have the necessary qualifications for the job position. ⑧ The weather might not be suitable for outdoor activities. |

3. Fill in the blanks with the appropriate form of “can, could, may or might.”

- a. Tourists _____ visit the famous historical sites in the city to learn about its rich heritage.
- b. Visitors _____ book a guided tour to explore the hidden gems of the region.
- c. Travelers _____ enjoy a variety of water sports at the pristine beaches along the coast.
- d. During the peak season, it _____ be challenging to find available accommodations.
- e. Tourists _____ need to present their identification documents when checking in at the hotel.

- f. Visitors _____ take a leisurely stroll through the botanical gardens and admire the diverse flora.
- g. Adventure enthusiasts _____ try paragliding or bungee jumping for an adrenaline rush.
- h. Tourists _____ encounter local wildlife while hiking through the national park.
- i. If you have any dietary restrictions, you _____ request halal or vegetarian meals in advance.
- j. Travelers _____ want to exchange currency at the airport for convenience.

4. Rewrite the sentences using “couldn’t or might not.”

- a. It is possible that the safari will be canceled because of unfavorable weather conditions.

Rewritten: The safari _____ take place due to unfavorable weather conditions.

- b. I am unable to make a reservation at that restaurant for tonight.

Rewritten: I _____ make a reservation at that restaurant for tonight.

- c. It’s possible that the flight will be delayed due to air traffic congestion.

Rewritten: The flight _____ be delayed due to air traffic congestion.

- d. We have no chance of seeing the famous landmarks if we don’t leave early.

Rewritten: We _____ see the famous landmarks if we don’t leave early.

- e. The boat tour may not operate if the river water level rises significantly.

Rewritten: The boat tour _____ operate if the river water level rises significantly.

5. Pick out some sentences containing modals from the text above.

- a.
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- b.
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- c.
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- d.
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- e.
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UNIT 12

DSN-MUI FATWA AND REGIONAL REGULATION OF HALAL TOURISM

- Speaking: discussing Indonesian Ulama Council (MUI), regulation of halal tourism
- Reading Comprehension: understanding fatwa issued by MUI and aspects regulated in fatwa
- Vocabulary Focus: recognizing and using vocabulary related to the topic.
- Listening: understanding information from a video related to the topic.
- Writing: writing a paragraph about implementation of halal tourism regulation
- Grammar Focus: understanding and using subject-verb agreement

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- What do you know about fatwa, MUI, and National Syariah Board?
- What are the duties of MUI and National Syariah Board?
- Is there any regulations pertaining halal tourism in your region?
- How do Muslim tourists make decisions about halal destinations?
- What challenges do hotels and restaurants face in catering to halal tourism?

- 2. Find information from internet or other sources and discuss with a partner “how do regional regulations for Halal tourism impact the development of the tourism industry.”**

B. READING COMPREHENSION

- 1. Read the text about *DSN-MUI Fatwa and Regional Regulation of Halal Tourism***

The Indonesian Council of Ulama (MUI) has issued a fatwa on the implementation of tourism based on sharia principles Number: 108 / DSNMUI / IX / 2016. The fatwa contains the implementation of sharia-compliant tourism including, among other things, tourists, travel agents, entrepreneurs’ tourism, hotels, tour guides, and therapists. The NTB regional government also has West Nusa Tenggara Regional Regulation Number. 2 of 2016 concerning Halal Tourism. This fatwa and Regional Regulation also answer the phenomenon of halal tourism which is becoming a trend in Indonesia and internationally. So that this fatwa and Regional Regulation become a necessity for all halal tourism stakeholders in organizing tourism activities by sharia principles. Majelis Ulama Indonesia (MUI) through the National Syari’ah Council (DSN) has issued Fatwa Number 108/ DSN-MUI/X/2016 concerning Guidelines for Implementing Tourism Based on Sharia Principles. Some of the aspects regulated in the DSN fatwa are sharia hotels/ inns, tourist destinations, spas, saunas, massage, sharia travel agencies, and sharia tour guides. Considering that Islamic hotels, Islamic travel agencies, and Islamic tour guides do not exist explicitly, specifically for these three aspects the term “sharia” is eliminated. However, the criteria or indicators that become the substance of the three aspects of tourism remain a reference. Likewise, several normative matters in the DSN fatwa that were not easily measured were also eliminated, such as the criteria for tourist destinations that “create the general benefit” and “create universal goodness.

The existence of the MUI fatwa viewed from the social aspect is considered very important (urgent) amid the reality of the plurality of Indonesian Islamic society. The role of the MUI fatwa is highly desirable to unite this diverse society. In line with its function and role as intellectuals, the MUI carries a great mandate to be able to accommodate the abilities or strengths that exist in itself for the benefit of society in general and Muslims in particular. Although the existence of the MUI is mentioned in various legal products such as the Halal Product Guarantee Act, the MUI still insists that they are non-governmental organizations outside the government. As an Islamic institution and non-governmental organization in Indonesia, MUI has always been independent. In addition to issuing and stipulating fatwas, the Indonesian Council Of Ulama (MUI) also guides Muslims and the government. MUI has the influence and legal authority of its fatwa, which has given it the role and new institutional authority in many matters, such as matters of halal certification, Islamic finance, pilgrimage, and travel for various reasons, including those directly related to Islamic law, such as Hajj and Umrah.

Halal tourism arises from the needs of Muslim tourists according to Islamic teachings, namely by the Al-Quran and Hadith. Thus, the concept of Halal tourism is an actualization of the Islamic concept, namely the value of halal and haram which is the main measure. This means that all aspects of tourism activities are inseparable from halal certification which must be a reference for every tourism actor. MUI has the mission of *Khidmatul Ummah* as an aspect of service; it protects the ummah from the practices of the ummah's life which are forbidden in Islam, including protecting people from consuming products that are not halal. Another mission of MUI is as *Shodiqul Hukumah* or a government partner who helped guide or direct the government about socio-religious aspects in the life of the nation and state. In carrying out its mission, The Indonesian Council of Ulama (MUI) formed the

National Sharia Board (DSN) which has the duties of overseeing and directing financial institutions and Islamic business institutions to encourage the application of Islamic teachings in financial and economic activities. DSN was formed through a Decree of the MUI Leadership Council on the Establishment of the National Sharia Board (DSN) Number. Kep-754/MUI/II/99.

(Taken from “*Halal Tourism in Indonesia: Regional Regulation and Indonesian Ulama Council Perspective*” by Nurjaya et al, 2021).

2. Answer the following questions based on the text.

- a. What is the fatwa issued by the Indonesian Council of Ulama (MUI) regarding tourism based on sharia principles?
- b. Which stakeholders in the tourism industry are covered by the fatwa and Regional Regulation?
- c. What is DSN Fatwa Number 108/ DSN-MUI/X/2016 about?
- d. How does the MUI fatwa contribute to the unity of the diverse Indonesian Islamic society?
- e. What legal authority does the MUI’s fatwa hold and how does it influence various matters in society?
- f. What is the mission of MUI in relation to the ummah and the protection of halal practices?
- g. What is the role of the National Sharia Board (DSN) formed by MUI?

3. Decide whether the following statements are “True (T) or False (F)” according to the text.

| Statements | | T | F |
|------------|---|---|---|
| a | The Indonesian Council of Ulama (MUI) has issued a fatwa on the implementation of tourism based on sharia principles. | | |
| b | The fatwa and regional regulation explicitly mention the term <i>Islamic hotels, Islamic travel agencies, and Islamic tour guides</i> . | | |
| c | The criteria for tourist destinations in the fatwa include creating <i>general benefit and universal goodness</i> . | | |
| d | The fatwa includes regulations for sharia-compliant tourism, covering aspects such as tourists, travel agents, etc. | | |
| e | The MUI has the mission of protecting the ummah from forbidden practices and ensuring halal consumption. | | |
| f | The MUI is a governmental organization and not a non-governmental organization. | | |
| g | Halal tourism is solely based on the Al-Quran and does not take into account Hadith teachings. | | |
| h | The role of National Sharia Board is to oversee and direct financial and business institutions in applying Islamic teachings. | | |

4. Read the text again and discuss the following questions with your classmate.

1. What is the purpose of fatwa?
2. What aspects should be regulated in fatwa regarding halal tourism?

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORD/PHRASE | MEANING |
|---------------------|---|
| ulama | : Islamic scholars |
| fatwa | : rule issued by a religious authority |
| sharia | : based on Islamic law |
| MUI | : Indonesian Council of Ulama |
| compliant | : obeying a particular law |
| entrepreneur | : one who starts their own business |
| phenomenon | : anything that can be seen, felt |
| stakeholder | : a person involved in an organization |
| inseparable | : closely connected, not separated |
| certification | : earning an official document |
| implementation | : starting to use a plan or system |
| Halal | : it is lawful according to Islamic law |
| sharia-compliant | : based on Islamic law |
| therapists | : one treats a mental or physical illness |
| regional regulation | : a local regulation or by law |
| Ummah | : the global community of Muslims |
| Hadith | : saying/action of prophet Muhammad |
| khidmatul | : devotion for the benefit of others |
| Oversee | : to watch and manage a job or activity |
| Decree | : official decision or order |

2. Fill in the blanks with appropriate word from the box.

| | | |
|-----------|------------|-----------|
| decree | accomodate | contains |
| desirable | authority | normative |

- a. The fatwa the implementation of sharia-compliant tourism.
- b. Likewise, several matters in the DSN fatwa that were not easily measured were also eliminated.
- c. the MUI carries a great mandate to be able to..... the abilities or strengths that exist in itself for the benefit of society in general and Muslims in particular.
- d. The role of the MUI fatwa is highly unite this diverse society.
- e. MUI has the influence and legal authority of its fatwa, which has given it the role and new institutional in many matters.
- f. DSN was formed through a of the MUI Leadership Council on the Establishment of the National Sharia Board (DSN) Number. Kep-754/MUI/II/99.

3. Find out the Indonesian equivalent for the words or phrases below.

| WORDS/PHRASE | EQUIVALENTS |
|-------------------------|-------------|
| council | |
| sharia-compliant | |
| regional regulation | |
| legal | |
| normative | |
| authority | |
| financial institutions | |
| socio-religious aspects | |

D. LISTENING

1. Watch and listen carefully the video below

<https://www.youtube.com/watch?v=xy2oK1eIBq8>



The Analysis on Halal Hotel Regulations in 5 Tourism Spots in Indonesia | 2nd BISMAS 2020



Fahrul Fauzi
12 subscribers

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2. Answer the questions below based on the video.

- What is the speaker talking about on the video?
- What is the purpose of the speaker to talk about the topic?
- Which provinces in Indonesia were selected for the analysis of hotel regulations?
- What kind of comparison in terms of hotel regulation made by the speaker?

| | | |
|------------------------------------|--|--|
| Agreement with plural subjects | When the subject of a sentence is plural (referring to more than one person, thing, or concept), the verb should also be plural | <ul style="list-style-type: none"> ® Many travelers visit the national park during the summer. ® The shops sell unique items to tourists. |
| Agreement with compound subjects | When two or more subjects are joined by «and,» the verb used should be plural. | <ul style="list-style-type: none"> ® Cruise ships and ferries transport tourists to exotic destinations. ® Beaches and resorts are popular tourist destinations. |
| Agreement with collective noun | Collective nouns refer to groups of individuals. The verb can be singular or plural, depending on the intended emphasis. If the emphasis is on the group as a whole, use a singular verb. If the emphasis is on the individuals within the group, use a plural verb. | <ul style="list-style-type: none"> ® The staff at the hotel provides exceptional service to the guests. ® The team of volunteers assists tourists in the information center. |
| Agreement with Indefinite pronouns | Indefinite pronouns, such as anyone, somebody, everyone, each, etc., are treated as singular subjects and require singular verbs | <ul style="list-style-type: none"> ® Everybody loves to capture memories with their camera. ® Each tourist carries their own backpack during the hike. |
| Agreement with non-countable nouns | Non-countable nouns, which represent concepts or substances that cannot be counted individually (e.g., water, advice, information), are considered singular and require singular verbs | <ul style="list-style-type: none"> ® Information assists travelers in planning their trips ® Culture enriches the travel experience. |

1. Choose the correct verb form that agrees with the subject in each sentence.

- a. The brochure of the travel agency _____ (highlight/highlights) popular destinations.
- b. Many tourists _____ (visit/visits) the city during the peak season.
- c. Each package tour _____ (include/includes) a guided sightseeing excursion.
- d. Sustainable tourism practices _____ (promote/promotes) environmental conservation.
- e. The beauty of the landscape _____ (inspire/inspires) awe in visitors.
- f. A group of travelers _____ (embark/embarks) on a cruise to the tropical islands.
- g. Cultural festivals and events _____ (attract/attracts) tourists from around the world.
- h. The committee of experts _____ (discuss/discusses) strategies for tourism development.
- i. Adventure sports such as rafting and hiking _____ (appeal/appeals) to adventurous travelers.
- j. The history of the ancient ruins _____ (fascinate/fascinates) archaeology enthusiasts.

2. For each of the following, choose the sentence in which the subject and verb agree.

- a.
 - 1. Every one of the shirts has a green collar.
 - 2. Every one of the shirts have a green collar.

- b. 1. This singer, along with a few others, play the harmonica on stage.
- 2. This singer, along with a few others, plays the harmonica on stage.
- c. 1. Sandals and towels are essential gear for a trip to the beach.
- 2. Sandals and towels is essential gear for a trip to the beach.
- d. 1. The president or the vice president are speaking today.
- 2. The president or the vice president is speaking today.
- e. 1. Either Cassie or Marie pays the employees this afternoon.
- 2. Either Cassie or Marie pay the employees this afternoon.

3. Pick out some sentences from the text above containing simple present tense.

- a.
.....
- b.
.....
- c.
.....
- d.
.....
- e.
.....

UNIT 13

ISLAMIC TRADITION AND RELIGIOUS CULTURE IN HALAL TOURISM

- Speaking: discussing islamic tradition, intercultural understanding
- Reading Comprehension: understanding culture in halal tourism, preserving religious culture
- Vocabulary Focus: recognizing and using vocabulary related to the topic.
- Listening: understanding information from a video related to the topic
- Writing: writing a paragraph about famous Islamic tradition.
- Grammar Focus: understanding and using relative pronouns.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- What do you know about religious culture?
- Is it the same with islamic tradition?
- Mention one islamic tradition which is still alive in your country.
- How do you think Halal tourism incorporates Islamic principles and practices?
- In what ways does Halal tourism promote the preservation and promotion of Islamic values

2. Find information from internet or other sources and discuss with a partner *“the contribution of halal tourism to intercultural understanding and respect.”*

B. READING COMPREHENSION

1. Read the text about *Islamic Tradition and Religious Culture*

Indonesia is a country with the largest Muslim population in the world. It also has a lot of cultural and traditional potential that can be elaborated in halal tourism attractions. After the Covid-19 pandemic in Indonesia, tourists are predicted to be able to choose tourist destinations that provide an environment that makes it easier to maintain social distancing. Tourism industry players are required to be creative in designing travel plans that avoid public transportation and busy tourist objects. For example, the travel plan focused more on visiting remote tourism objects by combining it with cycling activities (sports tourism), spa (health tourism), or natural tourism (spiritual tourism), where tourists tend to be in zones with minimal contact with other people.

One of the proposed strategies to accelerate the recovery of Indonesian tourism as a strategic step that can be recommended in the short term to be implemented is Halal Tourism as a “Vaccine.” The development of Halal Tourism to become a leading program in selected tourist destinations in Indonesia is meant to improve service quality for tourists. Halal tourism itself is a tourism concept that is friendly to all tourists, especially Muslim tourists in the sense of the availability of religious facilities and halal food according to Islamic law. Halal tourism is not religious tourism. Halal tourism is intended for the general public but is equipped with services for Muslim tourists. Therefore, halal tourist destinations are closely related to Islamic tradition and religious culture (Islamic tradition and religious culture).

Theoretically, tradition is defined as something that has been done for a long time and has become part of the life of a community group. The most basic thing from tradition is the existence of information passed from generation to generation, both written and oral because, without this, a tradition can become

extinct. Tradition is a matter of customs and human habits in social life. Meanwhile, the Islamic tradition is the result of the dynamic process of religious development in participating in regulating its adherents and carrying out their daily life. The Islamic tradition predominantly leads to very light regulations for its adherents and always does not force the incapacity of its adherents. Islam, coming to Indonesia, is a foreign religion because, in almost all regions of the archipelago, people already have their own established religious beliefs and traditions.

The assimilation of traditions with Islamic teachings as well as the acculturation of Islamic culture itself is very permissible as long as it does not conflict with sharia. Culture recognizes the existence of human creation. Culture is a human way of thinking in a social community. Culture includes the behavior and results of regular human behavior by the behaviors that must be obtained by learning and which are all arranged in community life. Meanwhile, religious culture is an effort to realize the values of religious teachings as a tradition in behavior, and has a good culture in halal tourist destinations that are followed by all stakeholders and visitors at these tourist attractions. By making religion a tradition in halal tourism activities, automatically when Indonesians follow the embedded tradition, they are practicing religious teachings. Religious culture is a religious atmosphere that has become a daily habit. Religious culture is not just a religious atmosphere, such as the existence of a halal guarantee system for tourism products, reading the Holy Qur'an in tourist destinations, etc. which are usually created to internalize religious values into visitors. Because in fact, religious values are very important character-building values. Humans with character are religious people.

(Taken From Islamic Tradition and Religious Culture in Halal Tourism: Empirical Evidence from Indonesia by M. Sugeng Sholehuddin et al., 2021).

2. Answer the following questions based on the text.

- a. What is the main objective of the proposed strategy of Halal Tourism in Indonesia?
- b. What are some examples of tourist activities that can be included in the travel plans to maintain social distancing?
- c. What is the definition of tradition and why is it significant?
- d. How does Islamic tradition differ from general tradition?
- e. How does the assimilation of traditions with Islamic teachings benefit halal tourism?
- f. What is the role of culture in halal tourist destinations?
- g. What are some examples of religious culture in halal tourist destinations?
- h. How can religious values contribute to character-building in individuals?

3. Decide whether the following statements are “True (T) or False (F)” according to the text.

| No | Statements | T | F |
|----|---|---|---|
| 1 | After the Covid-19 pandemic, tourists are expected to prefer destinations that facilitate social distancing | | |
| 2 | Halal Tourism is referred to as a «Vaccine» to accelerate the recovery of Indonesian tourism | | |
| 3 | Tourism industry players need to be innovative in designing travel plans that avoid crowded places and public transportation. | | |
| 4 | Islam is considered a foreign religion in Indonesia. | | |

| | | | |
|---|--|--|--|
| 5 | Halal tourist destinations are closely linked to Islamic traditions and religious culture. | | |
| 6 | Culture is solely about human creation and excludes other aspects of life | | |
| 7 | Religious culture solely revolves around religious atmospheres and specific activities. | | |
| 8 | Religious values play a significant role in character-building | | |

4. Read the text again and discuss the following questions with your classmate.

- a. How can local communities actively participate in preserving their religious culture?
- b. What do you learn from the text?

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORDS/PHRASE | MEANING |
|--------------------|--|
| elaborate | : providing more detailed information |
| pandemic | : disease affecting many people |
| social distancing | : maintaining a physical distance |
| tourism industry | : business offering services to tourists |
| travel plan | : a proposed route of travel |
| tourist attraction | : a place of interest that tourists visit |
| tourism object | : an interesting place visited by tourists |
| sports tourism | : traveling to watch sports events |
| health tourism | : tourism for maintaining one's health |
| spiritual tourism | : tourism for spiritual purpose |
| strategic step | : an action for achieving plan or goal |
| service quality | : satisfaction of the services provided |

| | | |
|--------------------|---|---|
| islamic law | : | a set of religious principles |
| religious tourism | : | travelling for religious purposes |
| islamic tradition | : | way of life based on Islamic teaching |
| religious culture | : | The collective beliefs, practices, etc. |
| assimilation | : | becoming a part of a group, country |
| acculturation | : | adopting beliefs of another culture |
| sharia | : | Islamic law |
| character-building | : | developing positive traits values |

2. Fill in the blanks with appropriate word from the box

| | | |
|-----------|----------|----------|
| religious | conflict | creative |
| recovery | pandemic | remote |

- a. After the Covid-19 in Indonesia, tourists are predicted to be able to choose tourist destinations that provide an environment that makes it easier to maintain social distancing.
- b. Tourism industry players are required to be in designing travel plans that avoid public transportation and busy tourist objects.
- c. The travel plan focused more on visiting tourism objects by combining it with cycling activities, spa or natural tourism.
- d. One of the proposed strategies to accelerate the of Indonesian tourism as a strategic step that can be recommended in the short term to be implemented is Halal Tourism as a “Vaccine.”
- e. Halal tourism itself is a tourism concept that is friendly to all tourists, especially Muslim tourists in the sense of the

availability of facilities and halal food according to Islamic law.

- f. The assimilation of traditions with Islamic teachings as well as the acculturation of Islamic culture itself is very permissible as long as it does not with sharia.

3. Find out the Indonesian equivalent for the words or phrases below.

| WORDS/PHRASE | EQUIVALENTS |
|----------------------|-------------|
| elaborated | |
| acculturation | |
| adherents | |
| predominantly | |
| cycling activities | |
| religious atmosphere | |
| assimilation | |
| character-building | |

D. LISTENING

1. Watch and listen carefully the video below

<https://www.youtube.com/watch?v=hvOYC-t1UvU>



Asia Wired - The Muslim Heritage of Indonesia (Part 1) | Islam Channel



Islam Channel
435K subscribers

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329



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2. Answer the questions below based on the video

- How did Islam become so popular in South and Southeast Asia?
- What was Indonesia like before Islam, and how did the religion spread there?
- When and how did Islam arrive in Southeast Asia, and was the introduction peaceful?
- Where did Islam come from and who brought it to Southeast Asia?

- e. Did trade routes and the collapse of the Abbasid Caliphate contribute to the spread of Islam in Southeast Asia?
- f. Why did local rulers in Southeast Asia embrace Islam, and how did it help them resist Hindu and Buddhist empires?

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E. WRITING

- 1. Write a paragraph about *“famous Islamic tradition in your region.”* Then, read it out in front of the class.”

2. Translate this paragraph into Indonesian.

Theoretically, tradition is defined as something that has been done for a long time and has become part of the life of a community group. The most basic thing from tradition is the existence of information passed from generation to generation, both written and oral because, without this, a tradition can become extinct. Tradition is a matter of customs and human habits in social life. Meanwhile, the Islamic tradition is the result of the dynamic process of religious development in participating in regulating its adherents and carrying out their daily life.

F. GRAMMAR FOCUS

RELATIVE PRONOUNS

Relative pronouns are a type of pronoun that introduce relative clauses within a sentence. They serve as a bridge between the main clause and the dependent clause, providing a connection and indicating the relationship between the noun or pronoun being modified and the additional information provided by the relative clause.

| Types | Points | Examples |
|-------|--|---|
| Who | It is used to refer to people as the subject of the relative clause. | ® The tour guide, <i>who</i> is a knowledgeable local, took us to all the popular attractions in the city. ® The hotel manager, <i>who</i> greeted us warmly upon arrival, recommended several great restaurants in the area |

| | | |
|-------|--|--|
| Whom | It is used to refer to people as the object of the relative clause. | ® We met a local guide <i>whom</i> we hired for the city tour. ® We met a fellow traveler on the train <i>whom</i> we shared many fascinating stories with during the journey |
| Which | It is used to refer to animals or things | ® The beach resort had a luxurious spa, <i>which</i> offered a variety of relaxing treatments. ® The city had a vibrant nightlife, <i>which</i> attracted tourists from around the world. |
| Whose | It is used to indicate possession or ownership. | ® We visited a small town <i>whose</i> local cuisine is known for its unique flavors and traditional recipes. ® We stayed at a resort <i>whose</i> location offered breathtaking views of the ocean. |
| That | It is used to refer to people, animals, or things, and it can be used as a subject or object in the relative clause. | ® We joined a group tour <i>that</i> explored the ancient ruins of a civilization. ® The travel agency provided us with brochures <i>that</i> contain detailed information about popular tourist attractions. |

1. Choose the correct form of the relative pronoun to complete the sentence.

- a. The restaurant whose/who/which menu offers halal options, is located downtown.
- b. The tour guide who/whom/whose we hired, was very knowledgeable about halal tourism.
- c. We visited the hotel which/who/whose facilities were designed to cater to Muslim travelers.

- d. The mosque where/which/who we attended Friday prayers, was a historical landmark.
- e. The travel agency organized a trip to a country which/who/whose has a significant Muslim population.

2. Complete the sentences by choosing the correct form of the relative pronoun

- a. Halal tourism is a growing industry _____ caters to the needs of Muslim travelers. It focuses on providing travel experiences _____ align with Islamic principles and values. Halal-friendly hotels and resorts, _____ facilities are designed to accommodate Muslim guests, are in high demand.
- b. One of the key aspects of halal tourism is the availability of halal food options, _____ are important for Muslim travelers seeking dining choices _____ comply with their dietary restrictions. Many restaurants, _____ specialize in halal cuisine, have emerged in popular tourist destinations.
- c. When planning a halal-friendly trip, it is essential to choose a travel agency _____ expertise lies in organizing tours _____ cater to the specific requirements of Muslim travelers. These agencies offer packages _____ include visits to mosques, _____ serve as places of worship and cultural significance.

3. Pick out some sentences containing relative pronouns from the text above.

- a.
.....
- b.
.....
- c.
.....
- d.
.....
- e.
.....

UNIT 14

TOURISM INDUSTRY IN THE UNITED ARAB EMIRATES (UAE)

- **Speaking:** discussing tourist destination in UEA,
- **Reading Comprehension:** understanding tourism and travel industry sector in UEA.
- **Vocabulary Focus:** recognizing and using vocabulary related to the topic.
- **Listening:** understanding information from a video related to the topic
- **Writing:** writing a paragraph about Burj Khalif as leading tourism destination in UEA.
- **Grammar Focus:** understanding and using present perfect tense.

A. SPEAKING

1. Look at the pictures and answer the questions.



(source: <https://www.google.com>)

- Have you ever visited UAE?
- What is the capital city of the United Arab Emirates?
- How many emirates are there in the UAE and what are their names?
- What is the currency used in the United Arab Emirates?
- What are the popular tourist destinations in the UAE?

2. Find information from internet or other sources and discuss with a partner *“various Islamic heritage sites, museums, and cultural experiences that Muslim tourists can explore in the UAE.”*

B. READING

1. Read the text about *Tourism Industry in The United Arab of Emirates*

The United Arab Emirates is one of the Middle East countries located in Western Asia. The UAE was established on 2 December 1971 and consists of seven emirates namely Abu Dhabi, Ajman, Dubai, Fujairah, Ras Al-Khaimah, Sharjah, and Umm al-Quwain. UAE recognized Islam as the main religion and this country's role by the president of the United Arab Emirates selected from the Emirates. The UAE population was 9.2 million since 2013, constituted of both Emirati citizens and expatriates. The UAE is a well-known country that is rich in natural resources especially oil and natural gas. Despite the heavy dependency on the exploitation of natural resources, the UAE government has shifted the natural resources dependency toward a services orientation. As reported by the UAE government, the total contribution of the travel and tourism sector to the UAE's GDP was AED 159.1 billion (USD 43.3 billion) which is 12.1 percent of the GDP. It is also forecasted to rise by 4.9 percent per annum to AED 264.5 billion (USD 72 billion) which would be 12.4 percent of GDP in 2027.

The UAE has emerged as an international country and commercial hub of the Middle East and South Asia and is one of the fast-emerging markets in the gulf region. In recent years, the UAE government focusing on promoting tourism as the heart of the country's development since the depletion of oil prices in 2017. Tap with this reformation, the UAE government have improvised the hospitality sector performance by increasing the leisure tourist and ramping up the facilities as such Dubai Parks & resorts, IMG worlds of Adventure, City walk, and leisure and entertainment events at well-known malls namely The Dubai Mall and Mall of the Emirates. The tourism competitive strategy drawn by the UAE government is embedded in the country's vision plan for 2030 to empower tourism sectors. The incredible attraction, vast cultural

heritage, natural diversity, and well-developed infrastructure make up the entirety of the UAE's tourism industry's appeal. Due to heavy investment in the government policy and plan, nowadays UAE is renowned as the main destination for Muslim travelers. The Global Muslim Travel Index (GMTI) for 2016 ranked Malaysia first in the world in terms of Muslim travel friendliness. Meanwhile, the UAE moved up one spot to second place, effectively replacing Turkey. Even though the total amount spent on family tourism in the UAE is projected to increase by 4.4%, there are several challenges that have to do with engaging non-Muslim visitors from China and Russia rather than attracting Muslim tourists. The UAE countries have been acknowledged as the Islamic economic capital of the world and family travel that is based on Halal tourism has been recognized as the heart of the country's economic plan. In line with this, Abu Dhabi has been granted as the halal travel destination for visitors and ranked as the primary choice of Muslim shopping destination in the Muslim Travel Shopping Index 2015.

The tourism sector plays an important role in enhancing the UAE's economic growth and the total contributes to the GDP of about 159.1 billion (USD 43.3 billion) which is 12.1 percent of the GDP. Recently, many developed and developing countries including the UAE have recognized the importance of product diversification in the sustainability of the tourism industry. One of their initiatives is to develop the motivation factors of destinations toward tourists' satisfaction and loyalty. This leaves a big challenge to tourism agencies as well as countries in how to satisfy those who are influenced by their culture, religion, and lifestyle. More recently, Halal tourism has come to the forefront as a new innovative product that targets Muslims who have their own culture and lifestyle that are highly influenced by their religion. The leading tourism countries from both developed and developing countries have taken initiative to develop this industry which led to a positive effect on the competitive advantage. For example, Muslims form

about 24.1% of the world's population. Halal tourism was worth US\$ 137 billion in 2013 and is expected to reach US\$ 181 billion by 2018.

(Taken From *“Halal Tourism Destination in UAE: The Opportunities, Threats and Future Research”* by Al-Hammadi, et al, 2019).

2. Answer the following questions based on the text.

- a. Where is United Arab Emirates Located?
- b. How many emirates are part of the United Arab Emirates?
- c. The UAE population was 9.2 million since 2013, constituted of both Emirati citizens and expatriate. What does the word “expatriate” in the sentence mean?
- d. What is the total contribution of the travel and tourism sector to the UAE's GDP?
- e. What factors have led to the UAE becoming renowned as the primary destination for Muslim travelers in recent times?
- f. What does the third paragraph mainly discuss?
- g. According to the Global Muslim Travel Index (GMTI) for 2016, which country secured the top rank worldwide for Muslim travel friendliness?
- h. What challenges does the UAE face regarding halal tourism?

3. Decide whether the following statements are “True (T) or “False (F)” according to the text.

| No | Statements | T | F |
|----|--|---|---|
| 1 | Abu Dhabi, Saudi Arabia, and Dubai, are constituents of the UAE countries. | | |

| | | | |
|---|--|--|--|
| 2 | The president of the United Arab Emirates is chosen from outside the Emirates. | | |
| 3 | The population of the UAE consists of Emirati citizens and individuals from other countries who reside there.. | | |
| 4 | The UAE government has enhanced the performance of the hospitality sector by restricting leisure and entertainment events. | | |
| 5 | In the 2016 Global Muslim Travel Index (GMTI), the UAE achieved the top rank worldwide for Muslim travel friendliness. | | |
| 6 | The UAE and several middle east countries have been recognized as the Islamic economic capital of the world. | | |
| 7 | Dubai has been ranked as the top choice for Muslim shopping destination in the Muslim Travel Shopping Index 2015. | | |
| 8 | The tourism industry has a significant impact on boosting the economic growth and GDP of the UAE. | | |

4. Read the text again and discuss the following issues with your classmate.

- a. The importance of tourism industry sector for the UAE.
- b. Product diversification in the sustainability of the tourism industry.

C. VOCABULARY FOCUS

1. Study the vocabulary below.

| WORDS/PHRASE | MEANING |
|--------------|---------------------------------------|
| Established | : generally accepted or familiar |
| Emirate | : a country or state ruled by an emir |
| dependency | : relying on somebody for something |

| | | |
|----------------|---|---|
| Expatriate | : | one who does not live in his country |
| well-known | : | known or recognized by many people |
| Resource | : | a useful possession a person has |
| forecast | : | what you expect in the future |
| Hub | : | The central part of something |
| fast-emerging | : | getting bigger very quickly |
| Empower | : | to encourage to do something |
| Depletion | : | a reduction in something, |
| Improvise | : | to invent something at the time |
| ramp up | : | to increase the level of smething |
| Embed | : | to fix something firmly |
| Incredible | : | impossible or very difficult to believe |
| well-developed | : | having increased in a positive way |
| Renown | : | the state of being famous |
| Friendliness | : | the quality of behaving in a pleasant |
| move up | : | to increase in value, number, etc. |
| sustainability | : | being able to continue |

2. Find the words in the text which match with the definitions below.

- a. The belief in and worship of a god or any such system of belief and worship.
- b. A useful or valuable possession or quality of a country, organization, or person.
- c. The use of something in order to get an advantage from it.
- d. The system used for controlling a country, city, or group of people.

- e. The act of making an improvement, especially by changing a person's behaviour or the structure of something.
- f. Friendly and welcoming behaviour towards guests or customers.
- g. The act of putting money or effort into something to make a profit.
- h. A country with a lot of industrial activity and where people generally have high incomes.
- i. An increase in the economy of a country or an area, especially of the value of goods and services the country or area produces.

3. Find out the antonym of the words or phrases below.

| WORDS/PHRASE | ANTONYM |
|----------------|---------|
| established | |
| well-known | |
| well developed | |
| fast emerging | |
| innovative | |
| competitive | |

D. WRITING

1. Write a paragraph about *“how Burj Khalifa contributes to Dubai’s status as a leading global tourist destination.”*

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2. Translate this paragraph into Indonesian.

The UAE are struggling hard to transform its economy from natural resource based to industrial and services based to mitigate the problem of oil depleting in 2025. As an initiative by the government, the sustainable tourism policy was introduced by the government with aiming to improve the portfolio of tourism revenue. However, the contribution of the tourism to the GDP still less than 12.1%. This rises a challenge in how to transform the tourism industry to be more innovative not only in the Arab region, but worldwide as well. The diversity of tourism was one of the government strategy to effectively attract tourists and efficiency gain both tourists satisfaction and return. The Halal tourism was one of the government strategy due to two reasons: first, there are a huge demand from Muslims tourists due to the country location and attractiveness. Second, there are many non-Muslims tourists who are the potential consumers of this vital industry.

2. Answer the questions below based on the video.

- a. What kind of information the speaker deliver on the video?
- b. What is the purpose of the video?
- c. What is the name of mosque as a tourism desrtination mentioned on the video??
- d. What can visitors enjoy during their cvisit in the UEA?
- e. What is your imoression about UEA after watching the video?

F. GRAMMAR FOCUS

PRESENT PERFECT TENSE

Introduction: The present perfect tense is one of the common verb tenses in English, used to show an action that happened in the past that is directly related to the present, such as actions that are still continuing or that indicate a change over time. In the present perfect tense, the main verbs always use the auxiliary verbs (helper verbs) *has* or *have*. The main verb takes a participle form, specifically the past participle. The past participle is often the same form as the simple past form of the verb, unless it's an irregular verb, which each have their own unique past participle form.

| | Points | Examples |
|-----------|--|---|
| Use | We use present perfect tense to talk about: (1) an action or activity beginning in the past and still continuing, the action continues from the past until now, (2) past actions whose time is not given or not definite, (3) a recently completed action. | <p>Ⓡ I have visited several countries that offer halal tourism options.</p> <p>Ⓡ The travel agency has recently started organizing halal-friendly tours.</p> <p>Ⓡ The government has introduced halal certification standards for hotels and restaurants.</p> <p>Ⓡ I have promoted halal tourism since I started working in the travel industry.</p> <p>Ⓡ The halal-friendly hotel has operated for five years.</p> |
| Questions | When asking a question in the present perfect tense, the auxiliary verb comes first, followed by the subject, and then the past participle of the main verb. | <p>Ⓡ Have you eaten dinner yet?</p> <p>Ⓡ Have you visited any halal-certified restaurants or attractions?</p> <p>Ⓡ Have you attended any seminars on developing halal-friendly destinations?</p> |
| Negatives | To use the present perfect tense in the negative, simply add the negative word (like <i>not</i> or <i>never</i>) after the auxiliary verb but before the past participle. | <p>Ⓡ Travel agencies have not started offering specialized halal tours.</p> <p>Ⓡ I have not slept well since exams started.</p> <p>Ⓡ The company has not offered halal honeymoon packages for couples.</p> |

1. Choose the correct form of the verb (present perfect tense) to complete the sentence.

- a. The government _____ new initiatives to promote halal tourism.
- a) has implemented
- b) implemented

- c) have implemented
 - d) implement
- b. How many countries _____ for halal-friendly destinations?
- a) have you searched
 - b) did you search
 - c) do you search
 - d) had you searched
- c. She _____ various halal restaurants during her trip to Istanbul.
- a) has tried
 - b) tried
 - c) have tried
 - d) try
- d. We _____ the halal tourism conference last month.
- a) have attended
 - b) attended
 - c) has attended
 - d) attend
- e. The company _____ halal-certified hotels in popular tourist destinations.
- a) has developed
 - b) developed
 - c) have developed
 - d) develop

2. Complete the following text by filling in the blanks with the appropriate form of the present perfect tense.

- a. In recent years, the concept of halal tourism _____ (gain) significant popularity worldwide. Muslim travelers _____ (seek) destinations that cater to their specific needs and preferences. The industry _____ (respond) to this demand by offering a wide range of halal-friendly services and facilities.
- b. Many countries _____ (recognize) the potential of halal tourism and _____ (invest) in developing halal-friendly destinations. Halal certification _____ (become) a standard requirement for hotels and restaurants to ensure a quality experience for Muslim travelers.
- c. Travel agencies _____ (embrace) the concept of halal tourism and _____ (start) organizing specialized tours. These tours _____ (provide) Muslim travelers with the opportunity to explore destinations that offer halal food, prayer facilities, and other amenities aligned with their religious beliefs.
- d. The growth of halal tourism _____ (positively impact) local economies by attracting a larger number of Muslim tourists. This _____ (create) job opportunities and _____ (stimulate) the development of halal-certified businesses.

3. Pick out five sentences from the text above containing simple present tense.

- a.
.....
- b.
.....
- c.
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- d.
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- e.
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GLOSSARIES

| | | | |
|---------------|---|---|-----|
| Aboard | : | on a ship, aircraft, bus, or train | U6 |
| Absence | : | The fact of somebody/something not existing or not being available | U11 |
| Accelerate | : | To happen faster or earlier | U13 |
| Accommodation | : | a place to stay | U4 |
| Acculturation | : | The process of learning to live successfully in a different culture | U13 |
| Acknowledges | : | to accept that something is true | U1 |
| Addressing | : | giving attention to a problem | U5 |
| Adherent | : | A person who supports a particular set of ideas | U13 |
| Advancement | : | The progress that is made | U8 |
| Aircraft | : | any vehicle that can fly, such as a plane or helicopter | U6 |
| Airlines | : | A company that provides regular flights | U11 |
| allocates | : | to give something officially to somebody/something for a particular purpose | U10 |
| Allowable | : | to give permission for someone to do something | U4 |
| Alternatively | : | used to suggest another possibility | U3 |
| Amid | : | In the middle of or during something | U12 |
| Annual | : | happening once every year | U7 |

| | | | |
|---------------|---|--|-----|
| Annum | : | For each year | U14 |
| Appeal | : | A deeply felt request for money | U14 |
| Archipelago | : | Group of islands and the sea surrounding them | U13 |
| ar-rihlah | : | the Arabic word for a journey | U1 |
| Assimilation | : | The process of fully understanding an idea or some information so that you are able to use it yourself | U13 |
| Associated | : | connected | U3 |
| Atmosphere | : | A feeling between two people or in a group of people | U13 |
| Attires | : | clothes, especially of a particular or formal type | U4 |
| Attract | : | to cause a person to become interested in someone or something | U4 |
| Attractions | : | An interesting or lively place to go or thing to do | U13 |
| Attractive | : | Pleasant to look at | U11 |
| Attribute | : | To regard a quality or feature as belonging to somebody/something | U11 |
| Authoritative | : | a person has special knowledge | U2 |
| Authority | : | The power to give orders to people | U12 |
| Availability | : | the possibility that you can have something | U5 |
| Awareness | : | Knowing something | U8 |
| Benefit | : | An advantage that something gives you; a helpful and useful effect that something has | U12 |
| beverage | : | any type of drink except water | U10 |
| Brands | : | A type of product, service, etc. | U11 |

| | | | |
|---------------|---|--|-----|
| Cabin | : | the area where passengers sit in an aircraft. | U6 |
| Calibrate | : | To mark units of measurement | U8 |
| Cater | : | to provide, and sometimes serve, food | U3 |
| Cater | : | To provide food and drinks for a social event | U9 |
| center | ; | a place where a lot of business | U10 |
| Certification | : | The act of certifying something | U8 |
| Challenge | : | the situation needs mental or physical and tests the ability | U2 |
| Clarification | : | an explanation that makes something easier to understand | U2 |
| Clashing | : | to be very different and opposed to each other | U11 |
| Coherent | ; | clear and carefully considered, and each part of it is connected. | U3 |
| Combine | : | to join together to make a group | U6 |
| Command | : | to order someone to do something | U1 |
| Competitive | : | able to compete at the same level | U7 |
| Competitive | : | Used to describe a situation in which people or organizations compete against each other | U11 |
| Compliance | ; | the act of doing everything that someone tells or wants you to do | U4 |
| Compliant | : | willing to do what other people want you to do | U6 |
| Comply | : | to act according to an order, rules, or request | U5 |
| Comprehensive | : | Including all, or almost all, the items, details, facts, information, etc., that may be involved | U8 |
| concept | : | an idea or a principle that is connected with something abstract | U10 |
| Concerning | ; | About something; involving somebody/something | U12 |
| Confusion | : | a situation in which people do not understand what is happening | U2 |
| Consider | : | to think about a possibility or making a decision | U5 |
| Constitute | : | To be considered to be something | U8 |
| Constraints | : | A thing that limits something, or limits your freedom to do something | U11 |
| Contact | : | The act of communicating with somebody | U13 |
| Contemplation | : | the act of thinking deeply about something | U1 |
| Conventional | : | traditional and ordinary | U3 |

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|---------------|---|--|-----|
| Core | : | the basic and most important part of something | U2 |
| Corresponding | : | similar to, connected with something else | U7 |
| Cover | : | to spread something over something | U5 |
| Cover up | : | to stop people discovering the truth about something bad | U4 |
| Coverage | : | the reporting of a particular important event | U6 |
| Creativity | : | The use of skill and imagination to produce something new or to produce art | U11 |
| Criteria | : | A standard or principle by which something is judged | U12 |
| cruise | : | a journey by sea | U10 |
| Cuisine | : | a style of cooking | U5 |
| Cultural | : | Connected with the culture of a particular society or group | U13 |
| Culture | : | The customs and beliefs, art, way of life and social organization of a particular country or group | U14 |
| Cycling | : | The sport or activity of riding a bicycle | U13 |
| Decently | : | socially acceptable or good | U6 |
| Declare | : | To say something officially or publicly | U11 |
| Decree | : | An official order from a leader or a government that becomes the law | U12 |
| Defined | : | To say what the meaning of something | U8 |
| Deliver | : | to give, direct, or aim something | U2 |
| Demand | : | to need something such as time, effort, or a particular quality | U4 |
| Demand | : | a strong request | U7 |
| Demand | : | Something that somebody needs | U8 |
| Dependency | : | The state of relying on somebody/something for something, especially in a way you do not consider right or necessary | U14 |
| Depletion | : | The reduction of something by a large amount so that there is not enough left | U14 |
| Deserving | : | being given something because of the your qualities | U2 |
| Destination | : | the place where someone is going | U5 |
| Destinations | : | the place where someone or something is going to | U4 |

| | | | |
|-----------------|---|--|-----|
| Development | : | the steady growth of something so that it becomes more advanced, stronger, etc. | U11 |
| Direction | : | the position towards which someone or something faces | U3 |
| Diverse | : | Very different from each other and of various kinds | U12 |
| Diversification | : | The act of developing a wider range of products, interests, skills, etc. In order to be more successful or reduce risk | U14 |
| Domain | : | An area of knowledge or activity | U8 |
| Dress code | : | an accepted dressing for a particular occasion | U6 |
| Due to | : | because of | U3 |
| Dynamic | : | Always changing and making progress | U13 |
| Ecosystem | : | All the plants and living creatures in a particular area considered in relation to their physical environment | U8 |
| Edible | : | suitable or safe for eating | U5 |
| Elaborated | : | To explain or describe something in a more detailed way | U13 |
| Eliminated | : | To remove or get rid of something | U12 |
| Emerging | : | starting to exist | U7 |
| Emphasis | : | Special importance that is given to something | U9 |
| Employment | : | work for a company or organization: | U5 |
| Empower | : | To give somebody the power or authority to do something | U14 |
| Encompasses | : | to include several different things | U7 |
| Encourage | : | to give somebody support, courage or hope | U1 |
| Engage | : | to make part of it | U2 |
| Enhance | : | to improve the quality or amount of something | U5 |
| Enhancing | : | To increase or further improve the good quality, value or status of somebody/something | U14 |
| Ensure | : | to make something certain to happen | U5 |
| Entrepreneurs | : | A person who makes money by starting or running businesses, especially when this involves taking financial risks | U12 |

| | | | |
|-------------------|---|--|-----|
| Essential | : | Extremely important in a particular situation or for a particular activity | U8 |
| Estimate | : | to calculate the cost, size, value, etc. of something | U7 |
| Exist | : | To be real; to be present in a place or situation | U12 |
| Expatriates | : | A person living in a country that is not their own | U14 |
| Expected | : | believed to be going to happen or arrive | U3 |
| Expenditure | : | The act of spending or using money | U9 |
| Explicitly | : | Clearly or directly | U12 |
| Exploitation | : | The fact of using a situation in order to get an advantage for yourself | U14 |
| Extensive | : | Covering a large area | U8 |
| Extinct | : | No longer in existence | U13 |
| Factors | : | One of several things that cause or influence something | U11 |
| Faith | : | strong belief in God or a particular religion | U2 |
| Fatwa | : | A decision or order made under islamic law | U12 |
| Finance | : | (the management of) a supply of money | U4 |
| Flexibility | : | The ability to change to suit new conditions or situations | U11 |
| Flight | : | a journey in an aircraft | U6 |
| Flight attendance | : | someone who serves passengers on an aircraft | U6 |
| Flourished | : | To develop quickly and become successful or common | U9 |
| Focus | : | to give your full attention to what you are doing | U6 |
| Forecasted | : | To say what you think will happen in the future based on information that you have now | U14 |
| Forecasts | : | a statement of what is judged likely to happen in the future | U7 |
| Forefront | : | In or into an important or leading position in a particular group or activity | U14 |
| Frequently | : | Often | U1 |
| Friendliness | : | Kind pleasant behaviour towards somebody you like or want to help | U14 |
| Friendly | : | Behaving in a kind and pleasant way | U11 |

| | | | |
|-------------|---|--|-----|
| fulfill | : | to do or have what is required | U10 |
| Fusion | : | the process or result of joining two or more things together to form one | U10 |
| Gambling | : | to risk money, for example in a game or on a horse race | U3 |
| Generate | : | To produce energy | U8 |
| Generation | : | A group of people of similar age involved in a particular activity | U13 |
| Global | : | relating to the whole world | U7 |
| Goals | : | Something that you hope to achieve | U8 |
| Grow | : | to increase in size or amount, or to become more developed | U7 |
| Growth | : | The process in people, animals or plants of growing physically, mentally or emotionally | U8 |
| Guests | : | a person who is staying in a hotel | U4 |
| Gulf | : | A large area of sea that is partly surrounded by land | U9 |
| Hadith | : | recorded sayings of the Prophet Muhammad | U1 |
| Hajj | : | The religious journey to mecca that all muslims try to make at least once in their lives | U12 |
| Halal | : | Acceptable according to Islamic law | U8 |
| Hedonistic | : | living and behaving devoted to the pursuit of pleasure | U1 |
| Heritage | : | The history, traditions, buildings and objects that a country or society has had for many years and that are considered an important part of its character | U11 |
| Hijrah | : | the Arabic word for migration | U1 |
| Hospitality | : | the act of being friendly and welcoming to guests and visitors | U4 |
| Host | : | organization that provides the necessary things for a special event | U5 |
| Hosting | : | To organize an event to which others are invited and make all the arrangements for them | U9 |
| Hoteliers | : | a person who manages or owns a hotel | U4 |
| Huge | : | Extremely large in size or amount | U11 |
| Hygiene | : | care and attention to keep clean | U6 |

| | | | |
|-----------------|---|---|-----|
| Ignore | : | to pay no attention to something | U11 |
| Implementation | : | The act of making something that has been officially decided start to happen or be used | U12 |
| Importance | : | the quality of being important | U4 |
| Inappropriate | : | not suitable for a particular situation | U2 |
| Inbound | : | travelling towards a place rather than leaving it | U11 |
| Incapacity | : | Lack of ability or skill | U13 |
| Independent | : | Not connected with or influenced by something | U12 |
| Indispensable | : | too important not to have | U5 |
| Indulgence | : | an occasion when you do not mind someone's failure or bad behavior | U3 |
| Industry | : | The production of goods from raw materials | U11 |
| In-flight meals | : | foods available during a flight | U6 |
| Influx | : | the arrival of a large number of people or things | U3 |
| Infrastructure | : | The basic systems and services that are necessary for a country or an organization to run smoothly, for example buildings, transport and water and power supplies | U8 |
| initiative | : | a new plan for dealing with a particular problem or for achieving a particular purpose | U10 |
| Innovation | : | The introduction of new things | U11 |
| Inseparable | : | Not able to be separated | U12 |
| Institutional | : | Connected with a large important organization | U12 |
| Intellectuals | : | A person who is well educated and enjoys activities in which they <u>have to think seriously about things</u> | U12 |
| Intended | : | That you are trying to achieve or reach | U13 |
| Interchangeably | : | can be exchanged without making any difference | U2 |
| Interest | : | money that is charged by a bank for borrowing money | U3 |
| interface | : | the way a computer program presents information to a user | U10 |
| Internalize | : | To make a feeling, an attitude, or a belief part of the way you think and behave | U13 |
| Internationally | : | In a way that is connected with or involves two or more countries | U12 |

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| Investment | : | The act of investing money in something | U11 |
| Involve | : | to include in something | U5 |
| Islamic | : | Connected with the Muslim religion | U8 |
| Issued | : | To make something known formally | U12 |
| Journey | : | an act of travelling from one place to another | U1 |
| Jurists | : | an expert in law, especially a judge | U5 |
| Leading | : | very important or most important | U7 |
| Leisure | : | activities people do when they are not working | U2 |
| Leisure | : | Time when you are not working or studying; free time | U14 |
| Lifestyle | : | The way in which a person or a group of people lives and works | U14 |
| Liquor | : | strong alcoholic drink | U3 |
| Lodging | : | a temporary place to stay | U4 |
| Look for | : | to try to notice someone or something | U6 |
| Loyalty | : | The quality of being constant in your support of somebody/something | U14 |
| Lucrative | : | Producing a large amount of money | U9 |
| Luxury | : | a thing that is expensive and pleasant but not essential | U11 |
| Mainstream | : | The people whose ideas and opinions are most accepted | U9 |
| Maintained | : | to keep in existence, or not allow to become less | U5 |
| Mandate | : | An official order given to somebody to perform a particular task | U12 |
| Mandatory | : | required by law | U1 |
| Market | : | part of the world where something is sold | U7 |
| Meet | : | to fulfil, satisfy, or achieve | U5 |
| Minority | : | The smaller part of a group | U11 |
| Motivate | : | To make somebody want to do something | U11 |
| Mutual | : | Actions that affect two or more people equally | U9 |
| National | : | Connected with a particular nation | U8 |
| Necessity | : | The fact that something must happen or be done | U12 |

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| Niche | : | A comfortable or suitable role, job | U8 |
| Niyyah | : | Muslim's intention to do something only to strengthen the faith | U2 |
| Non-mixed | : | including many different types of people or things | U4 |
| Normative | : | Describing or setting standards or rules of behaviour | U12 |
| Obtained | : | To get something | U13 |
| operators | : | a person or company that runs a particular business | U11 |
| Options | : | one thing that can be chosen from some possibilities | U5 |
| Order | : | something that tells you you must do | U5 |
| Packages | : | to sell several things together as a single product | U3 |
| Pandemic | : | A disease that spreads over a whole country or the whole world | U13 |
| Particular | : | Special or specific | U11 |
| Passenger | : | a person who is travelling in a vehicle | U6 |
| Permissible | : | Allowed | U2 |
| Phenomenon | : | A fact or an event in nature or society, especially one that is not fully understood | U12 |
| Pilgrimage | : | a journey to a holy place for religious reasons | U1 |
| Plant-based | : | consist or made completely or mainly of plants | U6 |
| Pleasure | : | a feeling of enjoyment or satisfaction | U2 |
| Plurality | : | A large number | U12 |
| Pork | : | meat from a pig, eaten as food | U6 |
| Potential | : | That can develop into something or be developed in the future | U8 |
| Prayer mat | : | a piece of thick or other soft material used in praying | U2 |
| Precisely | : | carefully and accurately | U2 |
| Predominantly | : | Mostly | U13 |
| Primary | : | Main; most important; basic | U14 |
| Principles | : | a moral rule or a strong belief that influences your actions | U12 |
| Proclaim | : | to show something clearly | U1 |

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| Profit | : | The money that you make in business or by selling things | U8 |
| Prohibit | : | to officially refuse to allow something | U3 |
| Projections | : | a calculation about the future based on information that you have: | U7 |
| Promoter | : | a person or organization tries to encourage something to happen | U7 |
| Proposed | : | To intend to do something | U13 |
| Purchasing power | : | the ability to buy goods | U7 |
| Qibla | : | the direction of the Kaaba (the holy building at Mecca) | U10 |
| Questionable | : | not certain, or probably wrong in some way | U2 |
| Raise | : | To lift or move something to a higher level | U8 |
| Ramping up | : | To make something increase in amount | U14 |
| Recent | : | happening or starting from a short time ago | U3 |
| Recent | : | That happened or began only a short time ago | U9 |
| Recovery | : | The process of improving or becoming stronger again | U13 |
| Reformation | : | The act of improving or changing somebody/something | U14 |
| Regional | : | Of or relating to a region | U12 |
| Regulation | : | An official rule made by a government or some other authority | U12 |
| Religious | : | Connected with religion or with a particular religion | U8 |
| Remote | : | Far away from places where other people live | U13 |
| Represents | : | to speak or act officially for another person or people | U7 |
| Requirement | : | something needed or necessary | U3 |
| Residents | : | a person who lives or has their home in a place | U7 |
| Reveal | : | to allow something that hidden to be seen | U6 |
| Revenue | : | The money that a government receives | U8 |
| Role | : | The function or position that somebody has or is expected to have in an organization | U12 |
| Satisfy | : | To make somebody pleased | U11 |
| Sector | : | A part of an area of activity | U8 |

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| Seek out | : | to look for someone or something, for a long time | U4 |
| Segments | : | one of the smaller groups that a larger group can be divided into | U4 |
| segregate | : | to separate people of different races, religions or sexes and treat them in a different way | U10 |
| Sense | : | An understanding about something | U13 |
| Sequence | : | a series of related events that have a particular order | U1 |
| Service | : | dealing with customers' orders, showing or selling them goods, etc. | U4 |
| shariah law | : | the Islamic system of rules or area of activity | U2 |
| Sihaya | : | the Arabic word for tourism | U1 |
| Sites | : | a place where a building, town, etc. | U11 |
| Slaughter | : | the killing of animals for meat | U3 |
| Solid | : | continuing for a period of time without stopping | U7 |
| Space | : | the area around everything that available | U6 |
| Spending | : | the money used by an organization for a particular purpose | U7 |
| Stained | : | a dirty mark that is difficult to remove | U5 |
| Stakeholder | : | A person or company that is involved in a particular organization, project, system, etc., | U12 |
| Standardization | : | The process of making something standard | U8 |
| Stipulating | : | To state clearly and definitely that something must be done | U12 |
| Strategy | : | A plan that is intended to achieve a particular purpose | U8 |
| Substance | : | The most important or main part of something | U12 |
| Suggests | : | to mention an idea, plan, or action to consider | U3 |
| Suitable | : | acceptable or right for someone or something | U4 |
| Surrender | : | to give up something | U1 |
| Sustain | : | Something needs in order to live or exist | U8 |
| Sustainability | : | The ability to continue or be continued for a long time | U14 |
| Tailored | : | Made for a particular person or purpose | U8 |
| Term | : | A word or phrase used as the name of something | U8 |

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| Theoretically | : | In a way that is connected with the ideas and principles on which a particular subject is based | U13 |
| Therapists | : | A specialist who treats a particular type of illness or problem | U12 |
| Toiletries | : | objects and substances that you use in washing yourself | U4 |
| Tourism | : | The business activity connected with providing accommodation, services and entertainment for people who are visiting a place for pleasure | U8 |
| Tourists | : | A person who is travelling or visiting a place for pleasure | U8 |
| Traditional | : | Being part of the beliefs | U13 |
| Travel | : | to go from one place to another | U1 |
| trend | : | a general direction in which a situation is changing or developing | U10 |
| Trends | : | a general development or change in the way that people are behaving | U7 |
| Typical | : | happening in the usual way | U1 |
| Uniforms | : | clothes worn by the members of organization or group | U6 |
| Unite | : | To join together with other people in order to do something as a group | U12 |
| Universal | : | Done by or involving all the people in the world or in a particular group | U12 |
| Unlawful | : | not allowed by law | U1 |
| Vaccine | : | A substance that is put into the blood and that protects the body from a disease | U13 |
| Value | : | the importance something for someone | U3 |
| Verse | : | the statements that make up the chapters of the Quran | U1 |
| Virtuous | : | Behaving in a very good and moral way | U9 |
| Website | : | A set of pages on the internet, where a company or an organization, or an individual person, puts information | U11 |
| Worldwide | : | Affecting all parts of the world | U11 |
| Worship | : | to go to a religious ceremony | U2 |
| Worth | : | Having a value in money, etc. | U14 |

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TENTANG PENULIS



Ribahan lahir di Kalijaga, Aikmel, Kabupaten Lombok Timur-NTB. Ia menamatkan Sekolah Dasar di SDN 1 Kalijaga dan Sekolah Menengah Pertama di SMP NW Kalijaga. Sementara pendidikan Sekolah Menengah Atas diselesaikan di SMUN 1 Aikmel pada tahun 1997. Selanjutnya, pada tahun 2002 ia berhasil meraih gelar sarjana Sastra Inggris (S1) dari Fakultas Sastra, Universitas Udayana, Bali. Tahun 2008, ia menamatkan pendidikan magisternya (S2) di Universita Negeri Malang. Selanjutnya pada tahun 2018, ia meraih gelar doktor dari Program Pascasarjana Universitas Pendidikan Ganesha Singaraja, Bali. Beberapa hasil karyanya di antaranya adalah: *Students' Perceptions of the Characteristics of Effective English Teachers at Mataram State Institute of Islamic Studies* (Artikel, 2018), *Integrated-Communicative English* (Buku Ajar, 2019), *Desain Perangkat Pembelajaran Bahasa Inggris Komunikatif Integratif: Teori, Teknik dan Implementasinya* (Buku Referensi, 2020), *Practice Assessment of English Teachers in State Madrasah School in Mataram City* (Artikel, 2022). *Pembelajaran Bahasa Asing Berbasis Blended Learning* (Buku referensi, 2023).



Muh. Mugni Assapari, lahir pada tanggal 17 September 1983 di Kabar Utara, Kabupaten Lombok Timur, NTB. Dapat mengenyam Pendidikan formal di Madrasah Ibtidaiyah NW Kabar, lulus tahun 1995 dan melanjutkan ke Madrasah Tsanawiyah NW KABAR lulus tahun 1998, dan Madrasah Aliyah Muallimmin NW PAncor lulus tahun 2001. Kuliah di Jurusan Pendidikan Bahasa Inggris di sekolah Tinggi Keguruan dan Ilmu Pendidikan (STKIP) Hamzanwadi Selong tahun 2001, lulus tahun 2006. Tahun 2008, melanjutkan S2 Pendidikan Bahasa Inggris di Universitas Akhmad Dahlan Yogyakarta. Lulus tahun 2010. Tahun 2014 melanjutkan study ke S3 Prodi Pendidikan Bahasa dan Seni di Universitas Pendidikan Ganesha Singaraja (UNDIKSHA) Angkatan 2014, dan lulus tahun 2019.



Hery Rahmat lahir dan besar di Mataram. Laki-laki yang kini berusia 46 tahun sudah menjadi pengajar sejak tahun 2001. Kini ia merupakan dosen tetap Pendidikan Bahasa Inggris, Fakultas Tarbiyah dan Keguruan UIN Mataram. Di jadwal perkuliahan, ia juga telah menulis beberapa buah buku khususnya yang berkaitan dengan pembelajaran Bahasa Inggris. Buku-buku yang sudah dibuatnya dijadikan sebagai buku tugas bagi mahasiswa seperti *English Matriculation 1*, *English Book 2*, *Developing English 2* dan *General English for Communication*. Buku-buku tersebut telah diproduksi ulang sebagai rujukan penguatan ketrampilan berbahasa Inggris khususnya bagi mahasiswa UIN Mataram. Anak terakhir dari 3 bersaudara ini telah menyukai Bahasa Inggris sejak kelas 1 SMP dan mengembangkan sendiri kemampuan Bahasa Inggrisnya secara kreatif. Berkat usaha-usaha inilah, dia dapat mengembangkan materi pembelajaran sesuai kondisi pembelajar.