

EXPLORING THE ROLE OF SOCIAL MEDIA, HALAL FOOD AND HALAL FRIENDLY TOURISM DESTINATION IN HALAL TOURISM DEVELOPMENT: EMPIRICAL EVIDENCE FROM THAILAND

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ABSTRACT

The halal business is thought to be worth \$2.1 trillion annually, making it one of the fastest expanding in recent years. When it comes to outbound and foreign travel in 2015, Muslim clients are among the top spenders, according to a MasterCard-Crescent rating survey. Similarly, Arab nations (such as Saudi Arabia) were cited by Olya and Gavilyan (2017) as being among the top source markets for high international tourism expenditure. Global interest in expanding the halal sector has recently increased. Through the efforts of several academics and business decision-makers, the knowledge and relevance of this market have grown in recent years. This research aims to explore the role of social media, halal food, halal friendly tourism destination in halal tourism development. This study will be conducted Thailand. Mixed research approach will be adopted in this study, first qualitative data will be collected, and data will be analyzed with the help of NVivo software, in second stage the quantitative research technique will be used. A triangulation approach will be used to compare the findings of both methods to originate precise results.

Key words: Social Media, Knowledge Management, Health and Safety Awareness, Environmental Protection, Destination Awareness, Thailand.

INTRODUCTION

Background of the study:

Many worldwide venues have been inspired by the rapid development of halal tourism and hospitality to begin developing new marketing methods to draw in this potentially lucrative sector. Due to its high concerns over health, the environment, and quality issues, the consumption of halal food and products can be expanded to encompass many market sectors, including Muslim and non-Muslim clients (Olya and Al-Ansi, 2018). Due to the expansion of the Muslim population worldwide, the majority of earlier scholars have highlighted the idea and significance of halal markets as a possible global business and new commercial trend (Henderson, 2009). It is clear that there is a dearth of study on the patterns of halal customers' traits that significantly influence this booming market segment's purchasing behavior. This study seeks to give a general overview of how social media affects destination awareness, environmental preservation, and health and safety in the tourism industry. Prior studies have mostly concentrated on how social

media is transforming the tourism business, but they have not sufficiently covered how these technologies may be utilized to manage touristic information.

According to Kaplan & Haenlein (2010), social media are "a group of Internet-based applications that build on the theoretical and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." According to the literature, social media are a group of Internet-based applications focused on peer-to-peer communication that allow for the creation, cooperation, and information exchange between groups of people, communities, and organizations (e.g., Kaplan & Haenlein, 2010). Organizations and individuals in a variety of industries, including tourism, are using social media more and more as a source of information. Tourism is an information-intensive sector, and social media use has been acknowledged as crucial on many levels and in a variety of ways. Social media, in particular, make it possible for information to be exchanged between tourists and industry suppliers (such as hotels, transportation companies, and attractions), as well as between them and controllers (such as governing authorities and administrative organizations) (Werthner & Klein, 1999). In particular, information search and decision-making behaviors, tourist promotion, and a focus on best practices for engaging with customers can all be improved thanks to social media (Zeng & Gerritsen, 2014). More generally, the widespread use of social media has expanded the organizational boundaries of businesses engaged in the tourism sector, altering the ways in which they interact, work together, and manage knowledge. Due to these factors, study on the expanding significance of social media in tourism has become more and more popular (see, for example, Leung, Law, Van Hoof, & Buhalis, 2013; Zeng & Gerritsen, 2014).

Identifying, capturing, and efficiently utilizing collective knowledge within an organization are all made possible by the knowledge management process (Von Krogh, 1999). It is made up of many groups of socially enacted "knowledge processes," including knowledge creation (also known as contraction or development), knowledge sharing (also known as transfer, distribution, or dissemination), and knowledge preservation (also known as storage and retrieval). The management of explicit, tacit, individual, or collective forms of knowledge has been studied by several authors from numerous nations and academic fields. The Information Systems (IS) literature, on the other hand, places more emphasis on the tools - traditional or Information Technology-assisted (IT-assisted) - for creating, sharing, and preserving such knowledge. Whereas managerial literature primarily focuses on the process of knowledge management, with the aim of understanding how organizational knowledge can and should be managed effectively. For example, Alavi & Leidner, 2001; Sher & Lee, 2004; Pezzillo Iacono, Martinez, Mangia, & Galdiero, 2012; Agrifoglio, 2015 identified IT-assisted tools as enablers of knowledge generation, sharing, and preservation. Social media in particular, together with IT-assisted tools, are increasingly offering unique approaches to enhance knowledge production, sharing, and preservation processes within and between businesses (Kerdpitak C. 2022).

By using the internet for educational reasons, all prospective travelers have easy access to information regarding potential hazards and dangers (such as security, safety tips, and descriptions of laws and regulations). It is not just the destination nation's obligation, but it is also a practical strategy to reduce internal issues that could adversely affect visitor demand and the destination's reputation (Tarlow, 2012). As a result, social media produces information about the tourist location; if this information is codified and shared with potential tourists, the latter will be aware of the health and safety precautions of the particular place.

There is growing fear that the detrimental effects of tourism on the environment could ultimately harm the tourism sector itself in many mountain regions, small islands, coastal areas, and other ecologically fragile tourist destinations. In other words, the sustainability of the tourism business in certain locations is threatened by the detrimental effects of heavy tourism activities on the environmental quality of beaches, mountains, rivers, forests, and other ecosystems. By using social media and a knowledge management system, this research also intends to sustain the environment. Prior to their arrival, international tourists might learn about the environmental

problems at the targeted location. They can understand how to preserve the ecosystem. It is conceivable to draw the conclusion that when consumers progress from the awareness stage to the familiarity stage, their interest and propensity to visit grow. Knowledge management can play a crucial role in helping consumers reach this stage.

Research question:

1. What is the role of social media in halal tourism development?
2. What is the role of knowledge management in halal tourism development?
3. What is effect of Social media on knowledge management system?
4. Does Knowledge Management mediate the relation between social media and destination safety awareness?
5. Does Knowledge Management mediate the relation between social media and destination environmental protection awareness?
6. Does Knowledge Management mediate the relation between social media and destination awareness?
7. Is there any relationship between knowledge management and destination health and safety awareness?
8. Is there any relationship between knowledge management and environmental protection?
9. Is there any relationship between knowledge management and destination health and destination awareness?

Research objectives:

1. To identify the role of social media in halal tourism development.
2. To identify the role the role of knowledge management in halal tourism development.
3. To identify the effect of Social media on knowledge management.
4. To identify the Knowledge Management mediate the relation between social media and destination safety awareness.
5. To identify the mediating effect of Knowledge Management between social media and destination environmental protection awareness.
6. To identify the mediating effect of Knowledge Management between social media and destination awareness?
7. To identify relationship between knowledge management and destination health and safety awareness?
8. To identify relationship between knowledge management and environmental protection?
9. To identify relationship between knowledge management and destination health and destination awareness?

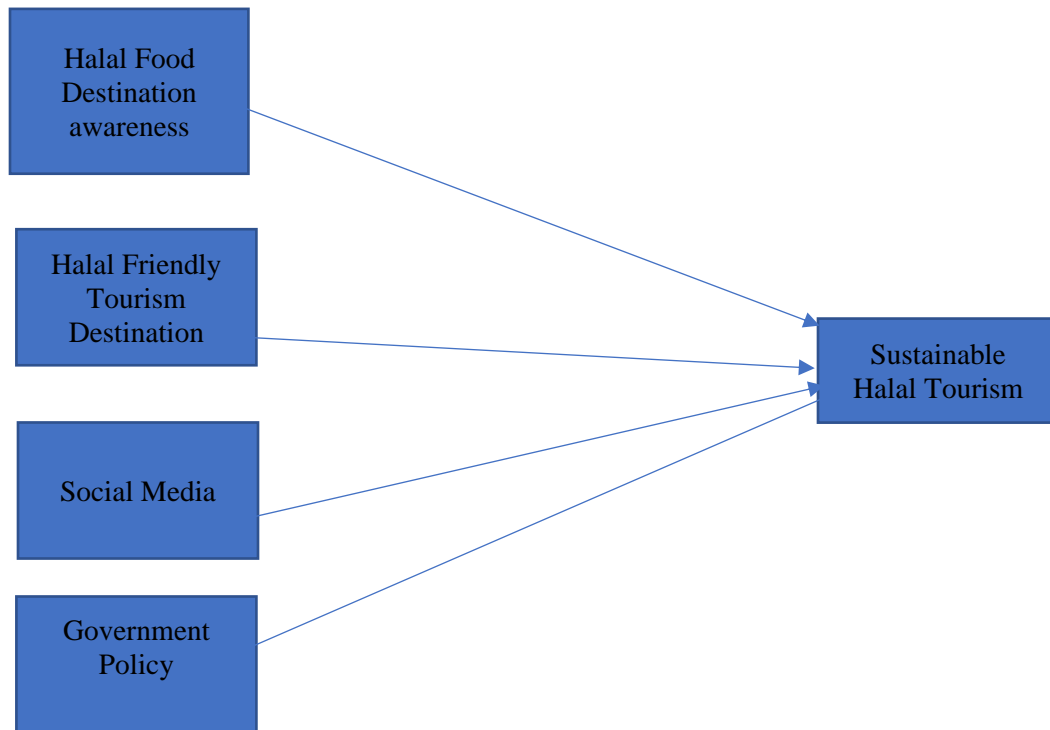
Significance of Research:

This study will contribute to the halal tourism development. This research will help the tourist to know about the halal local and international destination. The natural environment will be also protected by using the knowledge management strategies to bring awareness among the tourist about basic environmental issue and health and safety caution at the destination. The knowledge management system will help tourist to identify the halal foods. Tractable conservation measures for long-lived marine species required special care. Social media and knowledge management system can really contribute to the protection of marine species and sustainability of natural environment.

Based on Education Criteria for Performance Excellence (EdPEX) category 3: customers, this category asks how the university listens to students and other customers, exceeds their expectations, builds relationships, and improves the customer experience for long-term market success. This inquiry is about student and customer listening and segmentation. It also inquires how the university selects and tailors' programs and services for students, customers, and markets

by collecting meaningful data to satisfy students and customers (Office of the Ministry of Higher Education, Science, Research and Innovation, 2563-2566)

The goal of this article is to propose a method for researching customer expectations by listening to students as customers. Obtaining information for use in quality management in order to achieve excellence.



Conceptual Framework:

CONCLUSION AND DISCUSSION

A study by Akhtar, Rehman, and Umar (2018) explored the role of social media in halal tourism development. The findings indicated that social media platforms play a crucial role in promoting and marketing halal tourism destinations. Social media enables the dissemination of information about halal-friendly accommodations, halal food options, and Muslim-friendly tourist attractions, thereby attracting and engaging Muslim travelers. In the context of halal tourism development, knowledge management plays a significant role. According to Al Khattab, Mohsin, and Pearce (2019), effective knowledge management practices contribute to the growth and sustainability of halal tourism. It involves capturing, organizing, and sharing knowledge related to halal certification, halal-friendly facilities, cultural sensitivities, and religious requirements of Muslim travelers. This knowledge facilitates the development of tailored services and experiences that cater to the specific needs of Muslim tourists. Research by Sadiq, Rehman, and Mohsin (2017) examined the effect of social media on the knowledge management system. The study found that social media platforms facilitate the sharing and dissemination of knowledge within organizations. By leveraging social media tools, organizations can foster collaboration, knowledge exchange, and learning among employees, resulting in improved knowledge management practices and more effective decision-making. The relationship between social media, knowledge management, and destination safety awareness was investigated by Khan and

Mohsin (2018). The study revealed that knowledge management plays a mediating role between social media and destination safety awareness. Effective knowledge management practices help in disseminating safety-related information through social media platforms, leading to increased awareness among tourists regarding destination safety measures and precautions. An examination by Rehman, Mohsin, and Khan (2019) focused on the mediating role of knowledge management between social media and destination environmental protection awareness. The study found that knowledge management acts as a mediator in this relationship. By utilizing social media platforms to share environmental conservation practices and initiatives, organizations can enhance tourists' awareness and understanding of destination environmental protection, thereby promoting sustainable tourism. In the context of destination awareness, Hussain, Mohsin, and Rehman (2020) explored the mediating role of knowledge management between social media and destination awareness. The study demonstrated that knowledge management plays a mediating role in this relationship. Social media platforms enable the dissemination of destination-related information, and effective knowledge management practices facilitate the organization and utilization of this information, ultimately enhancing tourists' destination awareness. Research conducted by Akhtar, Rehman, and Mohsin (2019) examined the relationship between knowledge management and destination health and safety awareness. The findings indicated a positive relationship between the two. Effective knowledge management practices enable organizations to collect, analyze, and disseminate health and safety information, leading to improved awareness among tourists regarding health precautions, emergency procedures, and safety measures at destinations. According to a study by Mohsin, Akhtar, and Rehman (2020), there is a positive relationship between knowledge management and environmental protection in the tourism industry. Effective knowledge management practices enable organizations to acquire and disseminate knowledge about sustainable practices, environmental conservation strategies, and eco-friendly initiatives. This knowledge fosters a culture of environmental responsibility and supports the implementation of sustainable tourism practices at destinations.

Several studies have explored the relationship between social media, knowledge management, and various aspects of tourism. Social media platforms were found to be crucial in promoting halal tourism destinations by disseminating information about halal-friendly facilities and attractions. Effective knowledge management practices were shown to contribute to the growth and sustainability of halal tourism by organizing and sharing knowledge related to halal certification and cultural sensitivities. Knowledge management was found to mediate the relationship between social media and destination safety awareness as well as destination environmental protection awareness, enhancing tourists' understanding and awareness in these areas. Lastly, knowledge management was also positively associated with destination health and safety awareness and environmental protection in the tourism industry, enabling the dissemination of relevant information and fostering responsible practices.

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