



Emerging Research on Islamic Marketing and Tourism in the Global Economy

Hatem El-Gohary

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As the Middle East continues to grow as a predominant force within the international marketplace, research into Islamic practices and culture is necessary to promote business success in the region.

Emerging Research on Islamic Marketing and Tourism in the Global Economy offers in-depth perspectives on the influence of Islam on consumer behavior, the travel industry, product development, and the promotion of goods and services. Focusing on current trends and tools, comprehensive interviews, questionnaires, and emerging research, this book is an essential reference source for academicians, entrepreneurs, policymakers, university students, and educators interested in research surrounding the impact of Islam on business.

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