

台灣當代觀光特刊

穆斯林友善觀光：新常態之視角

主旨

根據 Future Market Insights Inc. 的研究報告顯示，到 2025 年，全球穆斯林友善觀光業規模可望上達約 3,019 億美元，到 2035 年將進一步擴大到 5,481 億美元，2025 年至 2035 年的預測期間複合年增長率將達到 6.1%。足見清真或穆斯林友善旅遊的全球市場榮景可期。台灣順應此一潮流，在改善穆斯林友善環境方面也取得了國際間的肯定，長年在全球穆斯林旅遊指數 (GMTI) 評等為非伊斯蘭合作組織旅遊目的地 (non-OIC destinations) 前三名。然而，在硬體改善與認證之外，對於穆斯林友善觀光的市場分析，消費行為，人力資源，文化差異，與永續發展等議題，猶有研究之空間。本期特刊鼓勵各界，以新常態的視角進行研究與討論，提供台灣產學在穆斯林友善旅遊上之推進參考。來文型式可為個案研究或統計分析，英文與中文皆可接受。

截稿日期:2025 年 10 月 31 日

論文主題

1. 穆斯林族群之觀光行為
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3. 穆斯林友善觀光與區域永續發展
4. 新型態穆斯林友善觀光
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11. 其他與穆斯林友善觀光有關之議題

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Special Issue of Taiwan Modern Tourism Journal— Muslim-Friendly Tourism: A New Normal Perspective

Objective

According to a research report by Future Market Insights Inc., by 2025, the global Muslim-friendly tourism industry is expected to reach approximately \$301.9 billion, and further expand to \$548.1 billion by 2035, with a compound annual growth rate of 6.1% during the forecast period from 2025 to 2035. This highlights the promising future of the global Halal or Muslim-friendly tourism market. Taiwan, following this trend, has also received international recognition for improving its Muslim-friendly environment, consistently ranking among the top three non-OIC (Organization of Islamic Cooperation) tourist destinations in the Global Muslim Travel Index (GMTI). However, beyond hardware improvements and certifications, there is still room for research on issues such as market analysis, consumer behavior, human resources, cultural differences, and sustainable development in Muslim-friendly tourism. This issue encourages all sectors to conduct research and discussion from the perspective of the new normal, providing references for the advancement of Taiwan's academia and industry in Muslim-friendly tourism. Submissions can be case studies or statistical analyses, and both English and Chinese are acceptable.

Submission Deadline: October 31, 2025

Topics:

- Tourism behavior of Muslim groups
- Comparative studies on Muslim-friendly tourism from a cross-cultural perspective
- Muslim-friendly tourism and regional sustainable development
- New forms of Muslim-friendly tourism
- Innovations and future directions of Muslim-friendly tourism
- Practical certifications for Muslim-friendly tourism facilities
- The role of dining in enhancing the value of Muslim-friendly tourism
- Human resources issues in the Muslim-friendly tourism industry
- Market and industry analysis of Muslim-friendly tourism
- Marketing issues in Muslim-friendly tourism
- Other issues related to Muslim-friendly tourism

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