



# 8<sup>th</sup> INTERNATIONAL CONGRESS OF EURASIAN SOCIAL SCIENCES

(8. ULUSLARARASI AVRASYA SOSYAL BİLİMLER KONGRESİ)

*25-28 Nisan 2024 / 25-28 April 2024*

*Bodrum/Mugla/TURKEY*

## BİLDİRİ ÖZETLERİ KİTABI CONGRESS PROCEEDINGS

ISBN: 978-625-98862-3-7

**KORINT**  
YAYINCILIK

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# CINEMATIC REFLECTIONS: MAQĀSĪD AL-SHARĪ'A PERSPECTIVES ON SUSTAINABLE FILM-INDUCED TOURISM IN MALAYSIA

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## ABSTRACT

The objective of this research is to investigate the integration of Islamic principles into Film-Induced Tourism Destinations in Malaysia based on Maqāṣid Al-Sharī'a. Content analysis serves as the primary method for data collection, incorporating Islamic attributes into the guidelines for Film-Induced Tourism Destinations using Maqāṣid Al-Sharī'a. The analysis utilizes literature as a methodological tool. The identified guidelines are categorized into key attributes of Film-Induced Tourism Destinations, covering place branding, destination marketing, environmental sustainability, socio-cultural aspects, as well as infrastructure and technology development. The research's findings could enhance the film industry's comprehension of integrating Islamic guidelines into film-related tourism, fostering cultural sensitivity and respect. In terms of strategic development, the guidelines may aid the film industry in aligning strategically with Islamic principles, potentially expanding its appeal and reach.

**Keywords:** Islamic Tourism, Halal Tourism, Maqasid Al Shariah, Film-Induced.