Research Article

DESIGNING A DEVELOPMENT MODEL FOR KISH ISLAND BRAND AS A HALAL TOURISM DESTINATION

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ABSTRACT

One of the potentials that Kish Island can use to develop tourism is Halal tourism. Unfortunately, with considering the region's capacities, Halal branding has not been integrated in Kish Island. The main purpose of this study is to design development model of the Kish Island brand as a Halal tourism destination. In terms of purpose, the current study is a developmental-applicable research and is classified as a qualitative research. The statistical population of the research was branding experts in the tourism industry, especially in the Halal tourism. Twenty experts participated in this study using the judgmental approach, snowball sampling as well as theoretical adequacy and the grounded theory approach were used to analyze the interviews. The results show that the causal conditions of the Halal tourism capacities and investment in Halal branding have been identified as the central phenomenon in the Halal tourism brand development. For the dominant context's subject, the Halal culture and its laws and regulations were identified as the main subject. Also the tourism individual characteristics and business resource conditions were known as the interfering factors. In the strategies section, identifying the Halal brand and finding Halal brand position were considered. Finally, in the concluding section, the tourism attractions and the tourism dynamism in Kish Island were identified as the macro-subject.

Keywords: Halal Tourism, Halal Branding, Halal Brand Development, Systematic Grounded Theory

INTRODUCTION

In recent years, the issue of the tourism development is highly intensified in many regions that the population growth and moving process towards cities by the people are the main factors for it (Sajjadi et al., 2013). Despite many coastlines in Iran that have the potential of Halal tourism, but on the one hand, this country has wide religious roots among its people and on the other hand it is located in a region, where most Muslim countries are located around it (Safaii and Daman Bagh, 2017). In this regard, many people with Islamic religious beliefs try to choose destinations for tourism with their family that can be consistent with Islamic standards (Battour et al., 2010: Jafari & Scott, 2014). The concept of Halal has been highlighted in many industries and brands over the past two decades. Due to the existence of a Muslim minority in many European countries, they have created the Halal brands in order to succeed in the field of branding, which demonstrates the importance of creating Halal brands to attract customers (Cheng & Low, 2008: Euromonitor International Institute, 2015). Meanwhile, over the past few years, countries such as Malaysia, Turkey, UAE and Saudi Arabia have shown extensive activities to meet the needs of Muslim tourists in the field of tourism and have established their own Halal tourism brand in the world, especially among Muslims (Selma, 2015). Many Muslims try to choose a destination that is consistent with the Islamic law and their beliefs' values besides having fun and the use of the enjoyments in this world (Abdul Aziz et al., 2012: Salem Harahsheh et al., 2019). For this reason, the development of Halal tourism branding can be an important issue for countries such as Iran where Islamic law is fully implemented. Sometimes, domestic brands face the problem of not being able to attract international tourists due to restrictions on specific services, but the Halal tourism seeks to shift target markets to Muslim customers. Given the large population of Muslims in the world, considering the Halal tourism and development of its brand can play an important role in the country's success in attracting international tourists.

Kish Island is one of the important and attractive tourism resources in the Persian Gulf. Kish is the first and most important zone among seven free trade zones in Iran, where was set up during the 1990s to attract investment and import consumer goods. Accordingly, the authorities also want to double the number of international flights by airline to the island and create a car-free ecological paradise on the Hondurabi Island, where is nearby the Kish island that formerly an airport, a port and a hotel were constructed there. Of course, the island faces cultural and legal restrictions on attracting foreign tourists (such as the ban on alcohol drinking or the segregation of men and women coastlines), so some of these laws pose a major obstacle to investors to attract Western tourists who choose Dubai for a short break (Aziz Khani, 2014). Usually tourists who choose the United Arab Emirates are the rich tourists, and if they are attracted to Kish, the tourism industry and other related industries in Iran will earn a proper income, and also will lead to increase the number of foreigner tourists (Firouzabadi et al., 2013).

Nowadays, the issue of competition among the countries is important in the world, considering the issue of global competition, we have to consider the available opportunities. When other countries are stepping up to intelligentization, we will lag behind them and lose opportunities for earning and also our national power. So our main task is to move towards intelligentization. We have to keep in mind that some smart cities like Dubai exist in our neighborhood or Singapore in the Asian continent or in a populated country like India these smart cities have been constructed by the private sector, so this is no longer a dream and it is a future reality that is not far from us. Kish is an unknown island both in the foreign and domestic levels and this issue leads to lack of investment in this island. Therefore, the purpose of the current research is to develop academically a model for the tourism destination brand, and also the presentation of solutions for tourism development in Kish Island.

THEORETICAL FOUNDATIONS

Development of Halal Branding for Tourism

Halal branding is actually the creation of unseen assets among tourism destinations that can provide important and useful information to tourists. Halal branding in the tourism industry can play a vital role in the minds of tourists for visualizing tourism destination (Yusoh et al., 2014). Therefore, identifying the factors that can provide a field for making an appropriate brand for Halal tourism have positive consequences for success in this section of the tourism industry (Soesilowati, 2010). In the halal tourism sector, paying attention to the type of food can be important in tourist's perspective, as well as providing a suitable environment for tourism destination to enjoy with the family, while also preserving Islamic values that can provide an appropriate perception of the Halal tourism destination brand. Accepting and respecting Muslims values in tourism can also be a concern for Muslim tourists, which is very important in halal tourism. Therefore, identifying the factors that can create a better experience in the mind of the tourists can open the door for making a strong brand in the tourism industry, which leads to obtain more potential to attract halal tourists and also more contribution of the tourism destination (Haji Nejad et al., 2016).

Nowadays, the revenues from the development of the tourism industry have become one of the main economic resources of the countries. Increasing travels and the similarity of services offered to tourists in tourism destinations has made a difficult competition in the tourism industry. Increasing the brand value of the destination can attract tourists, investors and famous brands of tourism companies and forms its brand development. Development of the brand or brand name has advantages for effective marketing and better sales and the tourism industry also can take these advantages. Development of the destination brand is an emotional value that it is created by hearing the name of the destination through the audience, so the brand development makes a kind of assurance for tourists before and after their trips. To develop a brand, one must find and focus on the strengths and differences of the place. In the tourism world, a brand is a set of tourism characteristics and added value of it. According to Blaine et al. (2005), brand development of the tourism destination involves a set of marketing activities that: 1) it supports the brand or other graphic forms that give the identification to tourism destination and distinguishes it from other places; 2) it can transmit positive experiences that exclusively related to the tourism destination, 3) it strengthens the emotional connection between the visitor and the tourism destination, and 4) it reduces research costs for the consumer and also their perceived risk. These added values are the logical or emotional cognition and mentality that the brand name creates for the audience. The image of the brand in the audience's mind and its position compared to other competitors is more important than the product's features. Positioning for a product is so important that it is referred to as the meaning of the marketing. Brand development or Brand name, symbol of the brand and its logo are symbols of the product's intangible values. Brand development is associated with problems when running it due to its costs and time-consuming, and even after the brand development, stages of upgrading brand also have many difficulties, because an excellent brand can lose their value by providing inappropriate services and products. A bad experience during a travel can create a bad memory in the mind of the tourists, while a good experience can last in their memory. Tourism values are also changing, and if tourism brand development is not promoted according to the presentable values to tourists, it will lose its value that leads to the failure of tourists attracting in front of other brands.

Literature

Juan Carlos Martin et al. (2018) analyzed the motivations for choosing a Halal medical tourism destination. The mentioned study attempts to identify factors in the field of Halal branding for the medical tourism in Spain. The study states that the development of halal branding in Spain could attract a large number of Muslim tourists to Spain for medical treatments. Supporting Islamic culture and accepting Islamic values is an important issue among the active brands in the Halal tourism that should be considered. Samori et al. (2018) also investigated the affective factors for strengthening Halal brands in the healthcare and

medical tourism industry in India. The study stated that India has a large minority of Muslims and several Muslim countries are close to it, therefore India can undoubtedly develop the Halal tourism and its branding and gain a great income for Indian economy. Among the most important factors influencing the development of Halal brands are the attention to Islamic health, norms and values that can make incentives to choose a Halal tourism destination. Mohammadnor & Davod (2012) conducted a study on Halal branding strategies in the Halal hospitality industry and its Impact on tourism destinations' selection and they stated that due to the countries, where are gaining billions of dollars from the halal industry, the development of marketing strategies is essential for Malaysia and its Halal hospitality industry. They used a mixed approach (qualitative - quantitative), and concluded that Halal hospitality influence the choice of destination for Muslim tourists and the government and the tourism industry's cooperation is essential in attracting these tourists. Sarvar and Nourani (2012) studied marketing strategies and branding of Halal tourism in Islamic countries. The research findings show that entering into the field of halal tourism is easy yet difficult to imitate for Iran, it means that Iran has a very high potential for entry into this lucrative economic field, but there are issues in the policy making and essential infrastructures, and also in economic and cultural levels that it needs a serious decision to institutionalize and reproduce the concept of Halal in different operations, not only in symbols but also in individual, public and organizational behaviors. Shirkhodai and Nouripour (2013) examined attitudes to Halal brand certification for creating an especial value of the brand. The results confirmed the effect of brand awareness on brand association and perceived quality, and the effect of the perceived quality on loyalty was also confirmed. But the effect of brand awareness and brand association on brand loyalty of food and beverages was not confirmed.

RESEARCH METHODOLOGY

In terms of purpose, the current study is developmental-applicable research, and in terms of data collection is a qualitative study considering the nature of the research. The grounded theory was used with the "Strauss and Corbin systematic approach", therefore, the central phenomenon of brand development of halal tourism, causal conditions, contextual conditions, interfering conditions and finally reactionary measures and consequences of brand development in halal tourism were studied in the form of the grounded theory. Three types of open, axial and selective coding were used to analyze data. For data collection the semi-structured in-depth interview with tourism and halal branding experts were used through targeted and snowball sampling. The statistical population of the study included all managers of Kish Island hotels who were active in halal branding, as well as academics involved in the halal branding and sampling continued until "theoretical adequacy" was achieved. Theoretical adequacy refers to a situation in which no more data can be found that the researcher can develop category attributes by them (Azizia & Amini, 2014). In this study, 20 interviews were performed and no code was obtained from the individuals of 15 to 20 in the interview process, so the researcher terminated the interview due to the concept of the theoretical adequacy. In this study, the indicators of "proportion "and "applicability" were used to assess the reliability. The results of the research should be acceptable to the participants in the indicator of the proportion. In terms of the applicability dimension, the research findings should be added to both the existing knowledge in the field of this study and should be used for practical understanding and management of the situations ahead in the relevant field. After termination of the research, the results were sent to two participants and their comments were confirmed.

RESEARCH FINDINGS

Research data were analyzed using three types of open, axial and selective coding.

The central phenomenon: The central phenomenon or axial category is the phenomenon that is the main and central axis of the research. The central phenomenon coding outlines in the Table 1.

Table 1: Coding based on Strauss and Corbin's approach about the central phenomenon

Macro Category of the Central Phenomenon	Categories (Axial Coding)	Open coding	Interview coding sample
Development of the Halal brand	Construction of the Halal brand	Organizing active brands in the field of Halal Tourism, formulating specific strategies in the field of Halal Branding, coordinating the brand components in Halal Tourism, having a Halal Brand Roadmap in the tourism industry, establishing a Halal tourism services' hierarchy, establishing a strategic relationship with the target customers (Muslims), an existing common trend in the development of halal tourism services,	P1,P3,P5,P6,P9 P14, P15
	Stakeholder participation in the halal branding	Use of Halal Tourism's comments, Use of Business Ideas of Halal Tourism's beneficiaries, Use of Halal Tourists Knowledge to offer Halal Tourism Services, Holding sincere meetings with Halal Tourists to Evaluate Halal Services, Examining the presented service and their problems in the Halal tourism from the perspective of tourists, Identifying halal tourism opportunities using beneficiaries' perspective, providing incentives to develop the willingness of halal tourists to participate, Having readiness for ideas change of halal tourism costumers (giving importance to halal tourism ideas)	P1, P2, P5, P6, P9, P13, P15, P19

As can be seen in Table 1, the macro-category of the branding development in halal tourism has been identified in the central phenomenon in the current study, as well as the 2 micro-categories has been identified and in this section, the main focus has been on brand architecture and beneficiaries' participation in the halal branding. Some cited evidences from the twenty interviews have been listed as follows.

In the first interview, an expert states about the central phenomenon of the Halal brand architecture issue: "One of the approaches that should be considered in the Kish Island tourism industry is to compile of a proper roadmap in the field of branding. The roadmap can create a synergy between different components of a brand, and one can be expected a successful for the brand in the field of halal activities."

Causal conditions are the set of causes and conditions that motivate the actor to behave in a particular way. Causal conditions are usually the events that affect the phenomena. The researcher illustrates the coding in Table 2 as follows.

Table 2: Coding based on Strauss and Corbin's approach about the causal conditions

Macro Category	Micro Category	Open coding	Interview coding sample
Halal tourism capacity	Needs of Muslims in Halal Tourism	Muslims interest in maintaining Islamic values in the tourism, Muslims attention to type of foods in tourism destinations, attention to the possibility of praying in the hotel, lack of alcohol drinking in the hotel and accommodation centers, attention to place the WC in the opposite direction of the Kiblah, Having tourism contract with hotels According to Islam view, Muslims Attention to the religious requirements, lack of nightclubs in the hotel, Possibility for women to use existing recreations at a spreadable environment from the men, Non-sacrilege of the Muslims in tourism times, Muslims need for privacy at the time of tourism, Understanding the Islamic values by workforces at the hotel or tourism destination,	P2, P7, P8,P13, P18, P19, P20
	High turnover in Halal tourism	A widespread growth in Halal tourism over the past decade, High financial strength of the Muslims, High growth of Halal tourism in the surrounding nations over the past decade, increasing demand for Halal tourism among Muslims	P2,P5,P7 P13,P14,P19
Investing in Halal Branding	Lack of development in the country in comparison with the regional competitors	Development of the surrounding nations in Halal Tourism, Appropriate Infrastructure in Halal Tourism in countries of the region, Extensive Advertising of the countries of the region to Attract Halal Tourism, High Investments of surrounding countries in Halal tourism, Small share of the Iran market in attracting Halal tourists in comparison with surrounding countries, lack of coherent marketing in the country in the field of halal tourism, lack of correct targeting in the country in the field of halal tourism, lack of awareness about the halal tourism compared to the in the countries of the region,	P1, P3, P6,P7, P8, P9,P13, P14, P15, P18, P20

High competition in the field of halal tourism		Widespread active brands in Halal tourism, strong branding of neighboring countries in Halal tourism, The existence of active international brands in Halal tourism, high innovation of the active brands in Halal tourism for attracting tourists, Existing the competitive policies among the active brands in halal tourism, entering easily into halal tourism markets in the region due to the existence of appropriate infrastructures in the region,	

As can be seen in Table 2, the macro categories, including halal tourism capacity and investment in halal branding in the causal conditions have been identified in the present study, as well as three micro-categories including Muslims needs in halal tourism, high revenue volume in Halal Tourism, high competition in halal tourism and non-development of the country compared to regional competitors in halal tourism. The following is some of cited evidences from the twenty interviews.

In a seventh interview on the micro-category for the higher turnover in the halal tourism industry, dear expert stated: "What is clear is the Muslims tendency to use halal tourism services; studies show that there is a widespread growth in this industry, which is an evidence for increasing demand for halal tourism in the world. Undoubtedly, this issue makes brands try to rethink in this field in order to use high benefits of the tourism industry."

Intervening conditions: These are conditions that are under the control of companies. These conditions facilitate or make it difficult to influence causal and contextual factors. In the following, the researcher illustrates the coding in Table 3.

Table 3: Coding based on the Strauss and Corbin's approach in intervening conditions

Macro category of intervening	Micro-categories	Open coding	Interview coding sample
Individual characteristics of tourists	Personal characteristics of tourists	Tourist extroversion, high interactive intelligence among tourists, trust in others, tourist suspicion, tireless feeling of the tourist, being sensitive and emotional feeling, tourist frugality, cautious and conservative tourists, being truthful and high integrity of tourists	P1, P3, P7, P13, P16,P17, P18,P19, P20
	Tourists' awareness of halal tourism	Tourists' understanding of Halal tourism destinations, good knowledge about Halal tourism destinations, good environmental information on Halal brands, cooperation with tourists for providing useful information on Halal tourism, Tourists' understanding about the benefits of Halal tourism, having good knowledge about halal tourism concepts among tourists, Tourist awareness for liabilities in halal Tourism, Desirable communication channels in halal tourism area to develop tourists awareness,	P1, P2, P3, P4, P6, P9, P10, P11, P12, P14, P15, P16, P17, P19, P20
	Demographic characteristics of tourists	Tourists age of the Halal tourism, Tourists education's Level of halal Tourism, Tourists gender of halal tourism, Marital status of halal tourism, and the amount of tourists' income in halal Tourism	P2, P5, P8, P9,P11,P13,P16
Conditions of business resources	Financial resources for program implementation	Financial ability to create the halal tourism infrastructure, Ability to attract new resources in Halal tourism, Targeted allocation of financial resources for Halal tourism, Available sustainable resources in the tourism industry, Possibility to develop tourism plans by attracting new financial resources,	P2, P3, P4, P8, P9,P10, P11,P12,P16, P17, P18,P19,P20
	Status of invisible organizational capital	Halal tourism destination capabilities in the field of halal service provision, Expert human resources in the tourism industry, High working experience in halal tourism, Proper targeting of businesses in halal tourism, Same perspective among different sectors in Halal tourism, Desirable level of halal tourism knowledge in the tourism industry, Human resource capability in implementing better halal tourism, Existence of correct orientation in halal tourism among businesses,	P2, P3, P8, P11, P15, P18, P19, P20

As can be seen in Table 3, in the intervening conditions, two macro categories of business resources and individual characteristics of tourists, as well as five micro categories, including two demographic and individual tourists characteristics and tourists' awareness of halal tourism, along with the financial resources to implement programs and also the status of organizational, invisible capital are identified in this section of the current study. The following is an example of the cited evidence from twenty interviews.

In the third interview, an expert explains one of the micro- categories that related to personal characteristics: "One of the important reasons for implementing the Halal brand development concept and Halal tourism is to consider that the halal organizations or hotels of the tourism destinations should have adequate workforces that can respect the Islamic values and these employees have a sufficient understanding of the Islam in both Sunni and Shiite religions. Considering this issue will make Halal hotels or halal tourism destinations can offer Halal services with a high quality."

Contextual conditions: Specific conditions that affect actions and interactions are called context. In fact, the contextual conditions indicate a context that a phenomenon is occurring in it and impact of this context on selected strategies of tourism destinations and hotels in the field of brand development. This context related to the dominant environment of the halal tourism industry. In the following, the researcher plats the coding in Table 4.

Table 4: Coding based on the Strauss and Corbin approach to contextual conditions

Macro category of contextual conditions	Categories (Central coding)	Open coding	Interview coding sample
Halal culture in the country	Islamic Values and Beliefs in Iranian Society	Emphasis of the Muslims on performing of Quran instructions, Value of the Hijab from the Muslims' perspective, Value of Protecting the Rights of Others, Traveling as a benefit act from the Muslims' belief, Observing ethics as a value from the Muslims' Perspective, Helping Others as a spiritual belief among the Muslims, Importance of the hospitality among Muslims, Belief in the other world among Muslims, Belief in God-watching over business activities, Earing illegitimate livelihood as a great sin among Muslims,	P1, P3,P4, P5, P6, P7, P8 ,P9 ,P10, P12,P16,P17,P18,P19,P20
	Islamic - Iranian manners and customs	The importance of tourism from both the religious and Iranian viewpoints, Emphasizing ethical behavior in the society, Denouncing non-compliance with divine laws, Positive attitudes in society for Islamic rituals, Common beliefs among Muslims in all countries of the world, Accepted Islamic behaviors in Iranian society, Common beliefs and views among Muslims of the world, Common customs among Iranian-Islamic community,	P1,P2,P9,P10,P11,P12,P14,P16
Halal laws and regulations	Comprehensive laws in the field of halal tourism	Formation of reference rules in the field of Islamic tourism, The existence of separate sections in the field of halal tourism for making law, regulation of new rules in the field of halal tourism according to the new topics of tourism (Halal time-sharing, etc.), Existence of supervisory structures for Halal tourism, Updating halal tourism regulation with considering the needs of tourists, All Iranian brands compliance with accepting halal tourism laws,	P3, p9, p10, P13, P14, P15, P17, P18, P19, P20
	International and regional agreements in the field of Halal Tourism	Ratification of international conventions of the halal Tourism for hotels and tourism brands, Signing agreements between Iran and Islamic countries in the macro-level, Holding halal tourism seminars in Iran, Creating international agreements between Iranian Hotels and International Hotels in the field of halal tourism,	P1, P4, P16,P17,P19

As can be seen in Table 4, for the contextual conditions, two macro-categories of halal culture and halal laws and regulations were identified in this section of the study, as well as four micro-categories including, Islamic values and beliefs in Iranian society, Islamic-Iranian manners and customs, comprehensive laws in the field of Halal tourism in Iran, existing international and regional agreements in the field of Halal tourism. In the following, some cited evidences from twenty interviews are presented.

In the sixteenth interview, an expert states on the role of Islamic-Iranian behavior in the halal tourism Industry: "One of the most important potentials is this fact that tourism is known as a godsend among Muslims and in Iranian indigenous culture that causes a good behaviour with the tourists. Also one of the most important factors that can underpin the development of tourism is the great respect towards Muslims that exists not only on the Kish Island but in the whole of Iran and it is a positive attitude in the field of Islamic customs".

Action Strategies: It indicates the targeted behaviors, activities, and interactions that are subordinate to the central phenomenon and influenced by the intervening conditions and dominated context. In the following, the researcher illustrates the coding in Table 5.

Table 5: Coding based on the Strauss and Corbin's approach to the action strategies

Macro category of strategies	Categories (central coding)	Open coding	Interview coding sample
Identification of halal Brand	Halal identification	Desirable performance of the Halal tourism company, Halal brand attractiveness among the community, Development of visual identity symbols in active brands of halal tourism, Paying attention to brand reputation in Halal tourism markets, Defining identity for a brand in the Halal tourism industry, Necessity to pay attention to the dynamism of the brand in the halal tourism industry, increasing brand attention to sustain performance in Muslims community	P1, P2, P3, P8, P13, P14, P16, P17, P19
	Brand differentiation	Paying attention to brand reputation in the market, Paying attention to providing distinctive services in Halal tourism markets, Enhancing the sense of excellence among the tourists who use the services, Paying attention to highlighting brand performance in the halal tourism market, Separating methods of service delivery	P2, P4, P5, P7, P11, P15,P19, P20
	Halal brand characterization	Paying attention to brand prestige in the Halal tourism industry, Managers' attention to the perpetual desirability of good traits, Paying attention to ethics in branding, Using influential people of the Islamic world for branding, Paying attention to brand appearance in halal tourism markets,	P1, P3,P5,P7, P8, P10, P14,P15,P16, P19

		Paying attention to branding based on the unique functions in the Halal tourism industry, creating a unique personality in the halal tourism industry,	
	Perceived quality of halal services	Favorable perspectives in the hotel or Halal tourism destination, Timely service for the active tourists in the halal industry, Paying attention to discipline among the active workforces in the hotel, Increasing compensation systems of the service for improving the quality of service among the active brands in Halal Tourism, Fulfilling obligations based on hotel premises, Providing professional services by active brands in halal tourism industry, Developing a pleasing feeling for servicing by halal tourism enthusiasts,	P1,P2,P6,P8,P9,P10
Halal Brand Positioning	Halal Brand Illustration	Increasing attention to brand actions in the target markets of halal tourism, Paying attention to building a better experience in the minds of tourists, Increasing attention to influencing the mentality of Muslim tourists, Trying to create a similarity between brand and Islamic concepts among tourists, developing constructive measures for low-income people in Islamic communities	P1,P4,P5,P9,P14
	Innovation of halal brand	Discovering new needs in halal competitive markets, Offering a new service or product in halal tourism markets, Applying new approaches to penetrating tourism markets, Improving new approaches to serving in the brand of Halal tourism, Using the best way or discovering the best method for performing halal tourism service	P1, P3, P4, P5, P6, P9, P13,
	Special value of halal brand	Providing the expectations of halal tourists in tourism service, Expanding attention to the needs of tourists in the halal tourism industry, Creating a rational choice among halal brand tourists, Enhancing tourists' perceived economic benefits for use of services,	P1, P2, P4,P5.P9, P12, P14, P15, P17
	Halal brand association	Illustrating tourism brand abilities in halal tourism industry, Performing activities related to observance of the environmental issues, performing activities related to observance of the social and ethical issues, Performing activities related to observance of the issues related to the social responsibility in halal tourism industry, Presenting a common view among tourists about the characteristics of halal service in the tourism industry, Reliability of brands in the halal tourism markets, Vitalizing the brand in the halal tourism industry among the tourists , High visibility brand in the customer's mind, the correct design of the brand in halal tourism industry,	P1, P2,P3,P4,P5,P6,P7,P9,P13,P16,P17,P18,P19,P20

As can be seen in Table 5, for the action strategies issue, two macro category of halal brand identification and halal brand positioning are identified in the current study, as well as 8 micro-categories, including halal brand associations, special value of halal brand, halal brand illustration, innovation of halal brand, halal identification, brand differentiation, perceived quality of the halal brand, and halal brand characterization. In the following, some cited evidences from twenty interviews are presented. In the eighth interview, an expert states on the micro category of halal brand characterization: "One of the most

important issues that should be considered in the development of the Halal brand is to pay attention to ethics that is very important for Muslims, which will give a chance to the brand to build a distinctive character in the tourism industry."

Consequences: Consequences are the final results of implementing reactive actions. Whenever a person or organization chooses to do or not do something in response to a problem to maintain a position, some consequences are created. In the following, the researcher illustrates the coding in Table 6.

<div align="center">Table 6: Coding based on the Strauss and Corbin's approach to consequences</div>

Macro category of consequences	Categories (Central coding)	Open coding	Interview coding sample
Tourism industry dynamism	Higher profitability in the tourism industry	Increasing the profit margin of active brands in halal tourism, Improving turnover of active brands in the tourism industry, Reducing tourist attraction costs in the tourism industry, Improving the investment return in the halal tourism industry, Development of the favorable financial flow in the tourism industry, increasing stable financial resources in companies, increasing the net profit of companies operating in the tourism industry,	P1, P2, P3,P7,P12,P13,P15, P16, P18, P19,P20
	Attracting more investor in the tourism industry	Increasing investment in Halal tourism in the country, Further participation of private sector and commercial holding for Halal tourism activities, Increasing regional and international investment attraction of the halal tourism, Enhancing participation of the Persian Gulf countries to participate in the halal tourism sector, Further exchanges between halal tourism brands in the international space,	P1,P2,P3,P4.P5,P6,P7,P8,P9 P10,P11,P12,P13,P14,P15,P16,P17 P18,P19,P20

Attracting halal tourists	Growth of halal tourism share in the country	Further welcoming of the neighboring countries for Halal tourism destinations, Increasing ability to expand Halal tourism markets, Increasing willingness of tourists to choose Iranian destinations for Halal tourism, Development of positive advertisements for Halal tourism destinations in Iran, Improvement of Iran's position among neighboring countries in attracting halal tourists, Reduction of tourist loss compared to entering tourist in halal tourism sector, Elimination of backwardness of the country in Halal tourism,	P3,P5,P9,P12,P14,P15,P16,P19
	Improving tourist satisfaction	Increasing repeat shopping among Halal tourists, Improving perceived enjoyment of halal tourism service, Increasing the perception value of Halal tourists, Developing a positive attitude of Halal tourists, Improving needs' provision through high interaction with service sectors, Developing the positive points related to halal brand, Developing the positive inner feeling of choosing the brand as a halal tourism destination,	P1, P6, P7, P8, P9, P10, P12, P13, P14, P15,P17, P18, P19
	Facilitating communication between tourist and destination brand	Increasing speed in communicating with halal tourists, removing communication barriers with halal tourists, Improving responsiveness to tourism through brand development activities, Developing interaction among different segments of the supply chain, reducing the gap between tourists and service providers	P1,P2, P3,P7,P8, P12,P15, P17, P18, P19,P20

As can be seen in Table 6, for the consequences issue, two macro categories of the tourism dynamism industry, and attracting halal tourists were identified in the current study as well as 5 micro-categories, including higher profitability in the tourism industry, attracting more investor in tourism industry, growth of halal tourism share in the country, improving tourist satisfaction, facilitating communication between tourist and destination brand, and improving tourist satisfaction. In the following, some cited evidences from twenty interviews are presented.

In the third interview, an expert states on the micro category of attracting halal tourists: "When we do my best in halal tourism, especially in the island of Kish and this island is known as a credible destination in this field, the private sector and commercial holding companies are showing more activity in the field of halal tourism branding, as well as regional and international investors will be more willing to invest in this field."

Selective and axial coding: After open coding, axial coding was carried out in which the separate categories came together in a meaningful framework and the relationships between them, especially the axial category relationship with the other categories were identified (Figure 1) and after axial coding, the selective coding was performed. Selective coding means integrating and refining the theory, which becomes possible through the discovery of a central category (Strauss & Corbin, 1998).
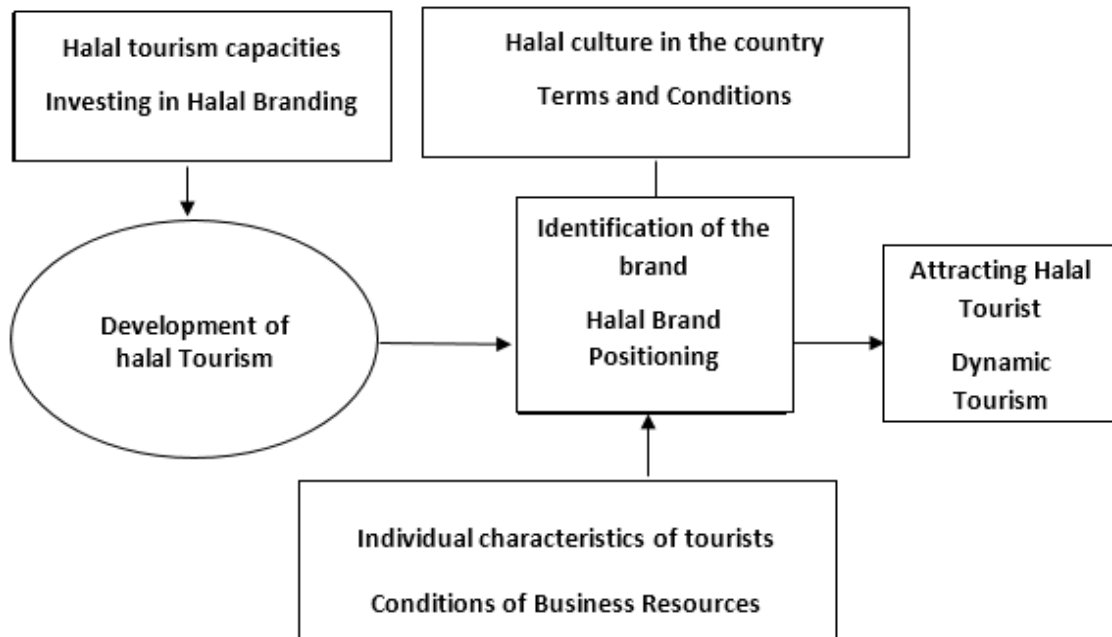

Figure 1: Ethical marketing coding's pattern from research findings

Credibility and Reliability of the Qualitative Data
Reliability refers to the consistency of the research findings. In assessing the reliability of the interview, some steps such as interview situation, transcribing, analysis and how to guide the questions are considered (Bowen & Bowen, 2008).

Equation 1

$$Re - test\ reliability\ percentage\ = \frac{2 \times Numbers\ of\ Agreements}{Total\ number\ of\ codes} \times \%100$$

The total number of codes that recorded by the researcher and his colleague (in two interviews 5 and 9) were equal to 165, and the total number of agreements between codes equal to 65; the total number of the disagreements in two intervals is equal to 48 and the Re-test reliability of the coders was obtained 78% for performing interviews. Given that this reliability is greater than 60%, the reliability of the encodings is confirmed.

Credibility of the interview
In the present study, three criteria of reliability, credibility, transferability were evaluated and confirmed (Khastar, 2009). In fact, eight experts were used for credibility. Three branding experts consulted for transferability, and finally the reliability was recorded at all steps.

CONCLUSION

Tourism development has always been one of the tools that countries paying attention it, especially developing countries, because tourism can provide the basis for improving and strengthening a sustainable growth. Nowadays, one of the aspects of tourism is Halal tourism. The purpose of this study is to provide a model for the development of Halal tourism brand in Iran. To provide a model, the researcher used the grounded theory in the current study. Twenty experts were used for this purpose and after the interview with them and the open and closed coding as well as accessing the categories and subcategories, the final model was presented. In this study, the results were obtained by considering the causal conditions in the model of halal tourism brand development, halal tourism capacity and investment in halal branding. In fact, the main issue in the field of halal tourism brand development in Iran is that neighboring countries such as the UAE and Turkey are working actively in halal tourism and branding for many years, therefore Iran cannot progress in this field obviously. While Iran is in a region where its population is generally Muslim, and this privilege can lead to do further activities for Halal tourism. The identified central phenomenon of the research is "the development of the Halal tourism brand." Two categories of the Halal brand architecture and participation of the beneficiaries in halal branding were identified in this study. In fact, brand development will not happen until the branding is not performed in the country. Tourism destinations like Kish can become a strong and developed brand in Halal tourism, when branding infrastructures can be made in other parts of Kish Island as well as performing a favorable experience of travel in Kish Island creates advertising campaigns to attract Muslim tourists and can provide the opportunity for branding and its development. On the other hand, intervening factors in brand development and influencing strategies have two categories, including "the individual characteristics of tourists" and "conditions of the business resource." In fact, in order to develop branding, we must have the necessary facilities and resources at the destination of tourism. In other words, tourism destinations can play an important role in the development of branding and its strategies, if they have hotels with high turnover to implement halal tourism programs and trained staff in this area. On the other hand, the identified contextual factors in this area are "halal culture" and "the laws and regulations in halal tourism." Halal culture is one of the prominent backgrounds that exists in Iran, therefore, it causes the accepted values and behaviors of the host community can suit itself by the tourism's culture in the area of halal branding and

Calculating Re-test Reliability
To calculate the Re-test reliability of the coders, some interviews were selected for the sample and each one was recoded in a short and specified interval; the Re-test reliability was calculated using equation 1 by two intervals (Kual, 1996).

improve the success rate in the halal tourism. Other contextual factor is "laws and regulations for halal tourism and "halal branding." On the one hand, in Iran, there are comprehensive laws regarding Islamic values and laws that can support the halal tourism process, but it should be noted that laws and regulations are general, and there are several structural problems in the development and support of tourism laws and regulations in the country. Identified strategies in the field of branding and development of Halal brand include "the brand positioning" and "Halal brand identification in tourism destinations." It should be noted for halal brand development, tourists who are interested in halal tourism should have a good understanding of their travel, which can strength "the perceived value", "brand imaging at tourism destination", innovation in tourism service and so on. Finally, the identified consequence in this study was two macro categories, including "the halal tourist attraction and "tourism dynamism at the selected destination", that is the Kish Island. It is an evidence of this fact that if the halal brand can develop in the Kish Island as a destination of halal tourism, we can expect increasing the market share in the halal tourism, on the other hand, by strengthening the halal tourism, one can be expected the growth and dynamism in the industry, and also Kish Island's profitability can greatly improve from the arrival of international tourists.
Based on the results in this section, it is suggested that in the first step, managers in the tourism sector try to create the seaside resorts for water recreations for Muslim men and women separately so that both of them can have equal fun at the same time. On the other hand, the characteristics of the Muslims of each country should be examined for the Kish Island with an especial way and the values and preferences of each group of these countries should be well evaluated and the provided services to them and also its environment should be free from any act contrary to their values. In the field of branding, advertising campaigns should be created using online space and virtual networks, especially by Arabic, English, Turkish languages and so on, that will make more tourists can be familiar with the tourist attractions of Kish Island. The main limitation of this study was the use of the qualitative perspective, but the researcher will be able test this issue through the questionnaire in the next steps. Another limitation of this study was the inactivity in the field of halal branding, which has made it difficult to attract experts to participate in this research.

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