

Sustainability Assignment 2

FINAL - Part 1

by Nimra Imran

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Masjid Al- Nabwai

Destination Management Report



Created by
NIMRA IMRAN

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Introduction

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The report critically evaluates to what extent the principles of sustainable tourism are at present in the development management plan of Masjid El Nabawi. People are visiting Masjid Al Nabawi solely for religious reasons and tourism. It is also to evaluate the principle of travel, utilizing the triplet towers of sustainability (monetary, socio-cultural, and eco-friendly).

This also includes principles of development and practices, which should be identified, outlining regulations and organizations responsible for the implementation, and exploring how they are closely related. Use Butler's life cycle model and Doxey's rides model to determine which stages Masjid- Al Nabawi is at present.

The report uses data to support the evidence. Finally Presented recommendations for the future development of the destination, *keeping sustainability at the core of your recommendations*. The chosen destination management is a religious tourism attraction. However non- Muslim tourist can visit Madina (Saudi- Arabia) but not Masjid Al Nabawi.



Background of Masjid Al- Nabwai



Aziz, K. () states when Prophet Muhammad S.A.W came to Madina, he stayed at area of Banu Najjar near the house of Abu Ayyub Ansari. He decided to build a mosque, where two brothers owned a land which was gifted to him for construction and was a gift. Initially there were no school so masjid became the teaching learning centre.

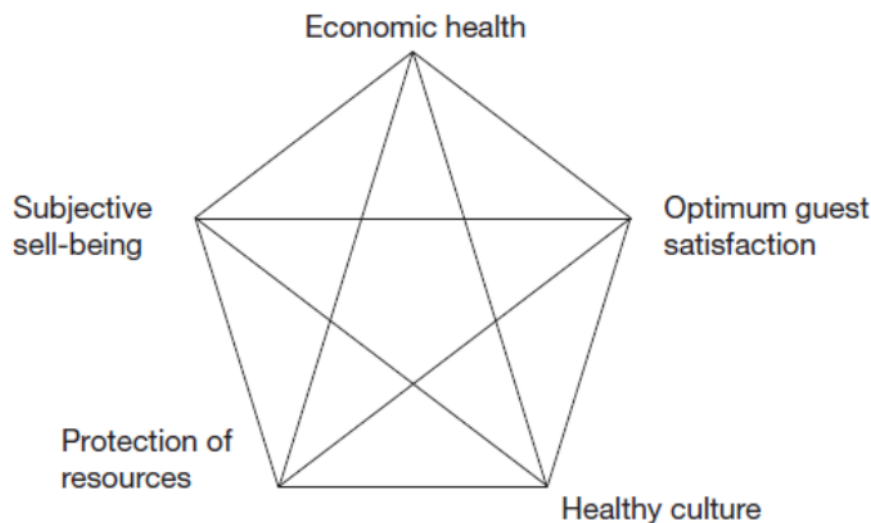
Three pillars of sustainability

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Khan, M. et al (2021) describes the environmental organization of travel objectives generates stability in the conservation, community, and financial matters.

Abdullah, A. (2020) describes the classification of Islamic sightseeing as halal travel, halal journey, or much Muslim pleasant purpose and prohibits Haram. 

Beattie, A. (2021) describes three pillars of sustainability are economic, socio-cultural, and environmental.



Muller Pentagon Model

Yancheva, K. et al (2021) **Is abstracted as a mysterious pentagon** and individual refers to economic health, guest satisfaction, healthy culture, and protection of resources. 

Economic

Saudi nations have lucrative development under the **2030 vision**. 2030 vision launched was to shift the economy away and adapt from the dependence on oil. The purpose of this is to expand localization, enlargement of Pilgrim & denationalization of community facilities such as transportation, teaching, and wellbeing. Declares 25-30 percent of privilege sector income is earned by two cities to expand from the pilgrimage. Vision 2030 intends to entice five million by 2030 via methods like liberalization and power growth as well as increase the targets of Hajj visits. Authority has highlighted inviting further Muslims to take part in Umrah as the tension of the travel industry on public services. They have targeted to attract 15 million overseas Umrah by 2022 and by 2030, they hope to have public services to have a capacity for 30 million overseas. For transport and internet authority controlled high-speed internet facilities to flourish of cyberspace- savvy people. Furthermore, the launching of high-speed Haramain high-speed 



rail project. The speed of the train will reduce the duration between Makkah to Madina by two hours and this will enhance road overcrowding, especially through Hajj.

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Sobri, M. et al (2021) state that to keep hot air outside of the mosque, a cooling tower-like chimney should be placed upright like a pipe, and have the top window open for ventilation. This can prevent hot and sticky temperatures low during summer times. Additionally, renewable energy technology such as Solar systems will save light energy, water, and electricity.  8

Khuzindar, T. (2014) declares that citizens believe that tourism has a long-sighted tool for economic development. However, unemployment can be reduced by tourism and can create opportunities.

Social

Mosque forms a crucial part of being green and sustainable. Various religious activities  9 be performed for the community to build social and spiritual sustainability. Research suggested that a mosque is an ultimate inclination for community outer space.

Triplet important characteristics run the society to choose the Mosque as the extremely valuable community area:

-  Accessible
-  relaxed
-  tidy.

These virtues contribute to enhancing the excellence of living, public communication, and collective unity to accomplish Ecological Progress Objectives globally. Having the richness of open space layout inside the mosque as a substitute for a traditional green space that measures beautifully. Open space can improve the cross-air circulation of the Mosque, demonstrating how ecological and green construction is executed in the project of the Mosque.

Abdullah, A. (2020) declares that Halal sightseeing is a recent consequence of Muslims and Non-Muslim. It has three categories which are food, lifestyles (cosmetic, textiles), and services like tour packages, finance, and transportation.

Environmental

Mortada, H. (2002) Illustrates municipal atmosphere in Islam contributes to progress as reflections on the implementation of most of the Islamic pillar's agreement of established living. Qur'an nor Sunnah includes accurate municipal development regulations that can be utilized in designing and constructing an inner-city atmosphere. For Muslims conventional metropolitan ecosystem is not the peripheral exterior of construction or thoroughfares.  10

Islam has set up a sustainable urban environment for Muslims which is wealth, humility, and the right to natural light and air. For wealth, Islam excludes squandering and excessive expenditure whereas Muslims need to modify this into their living standards & economic dealings. For humility, Islam is contrary to unwelcomeness, excessive pride, arrogance, and emotional harm to others and encourages injustice and discrimination. this agreement holds completely and implicitly existed constantly proclaimed in the Qur'an to be respectful in everything. Finally for the right to natural light Muslim environment prevents changing the house in a way that light or

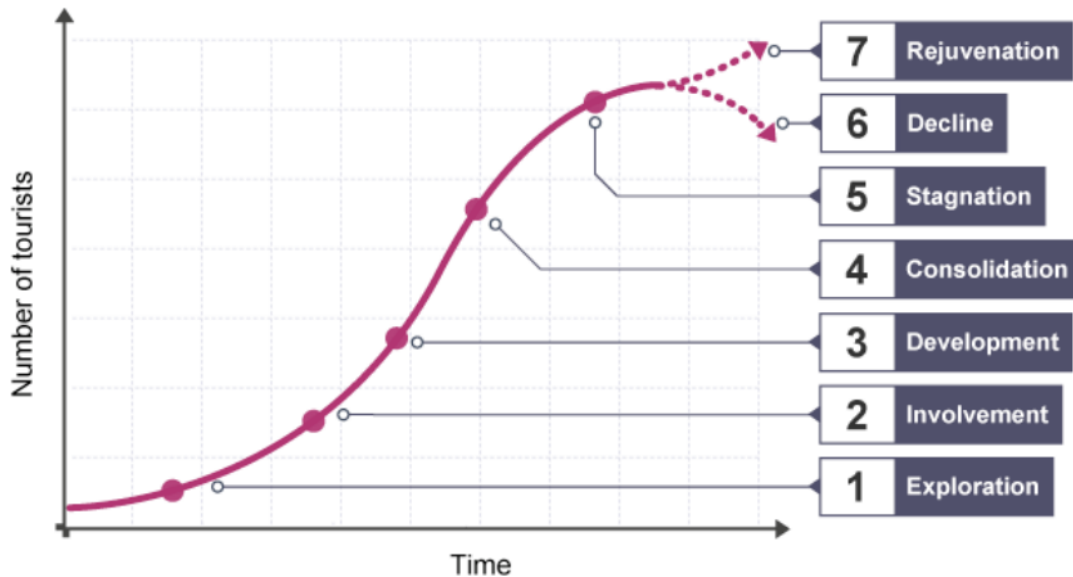
air is touching the residence of the national. Islam also prophets smoke, excessive smell like smoking which upsets others.

Anwar, S. (2018) emphasizes spiritual sightseeing The common sense of spiritual travel involves moving with the principal purpose of suffering spiritual events or the goods they stimulate such as sculpture, society, customs, and building.

Islamic travel is a pleasant action or interest that can re-determine wellbeing, relaxation, serenity, and sense. Islamic sightseeing can also give an individual to overlook almost sorrow and reinforce the will by observing Islamic guidelines and restraint. Islamic leisure industry expansion is the viewpoint of beliefs of Islam. This way of life is to encourage harmony by getting people educated for the happiness of life (Al-Sa'adah). This also comprises happiness, enjoyment of Allah, and associated responsibilities which sustains the self-esteem and beauty of Islam.

Bulter Lifecycles on Masjid Al- Nabwai

Page | 7 According to BBC Bitesize (2022), it is a model of simplification of the real world to understand reality.

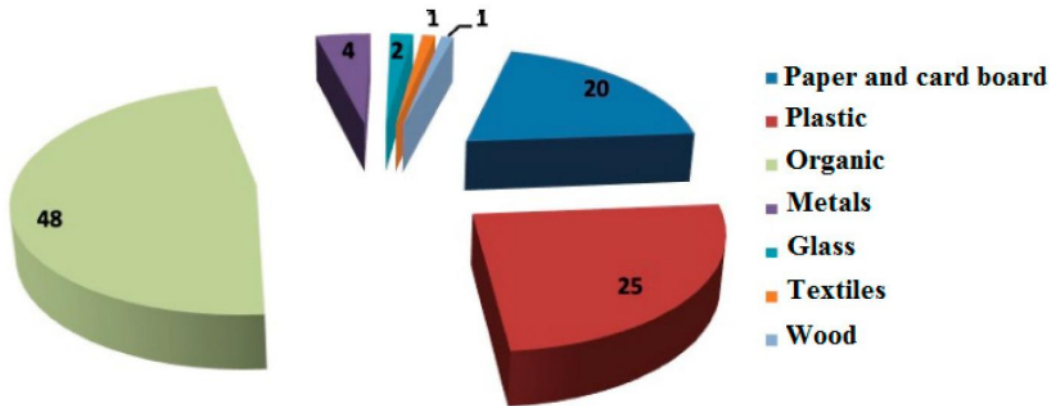


DEVELOPMENT

Al-Ahmadi, H. et al (2018) state that Medina incorporates an area of 590 km² populated by nearly 2 million inhabitants, producing its intensity of around 3390 people/km². Though during Hajj residents' mass fluctuates considerably and Madina becomes overcrowded during this season. Time taken from the entry of Al-Salam gate to the tomb to exit at Al-Baqi gate determined three observers following three tourists indiscriminately every 5 minutes while running the track.

STAGNATION 12

Nizami, A. et al (2015) depicts that Mecca gets about 2750 of waste each day amount of 3000 tons and 4706 bags per period through Ramadan and Hajj correspondingly. During these times waste collection has become a demanding project for the corporation.



Complete rubbish production from Arafat, Muzdalifah, and Mina during Hajj periods:

DECLINE OR REJUVENATION



A comprehensive point of view of Masjid's Modern development Location

Farooq, Q. et al (2021) declare that strong structure experience can cause the approach to various ecological complexities, which are not limited to disturbance, dirt, and ambiance.

Positive and negative reviews

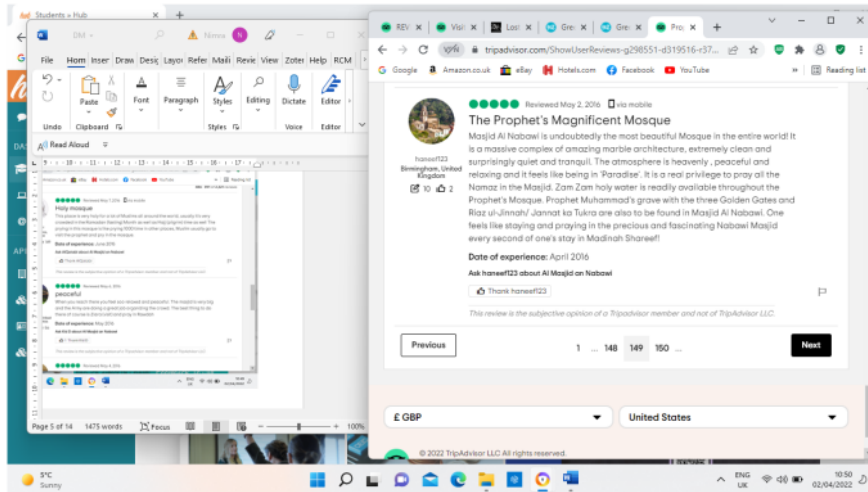
Overall masjid al Nabawi reviews are supposed to be positive, and everyone is happy, so the mosque is sustainable. Provide evidence of how the mosque is sustainable.-



Tripadvisor, (2022) To back up with evidence of the Mosque is sustainable and environmentally friendly. TripAdvisor supports this as Travelers have around 2,268 reviews on TripAdvisor saying the location is excellent: However, hotels around have negatives reviews.

Positive Reviews (2,321)- Trip Advisor

Tourist rating	Tourist type	Time of year
Excellent 2,268	Extended family	Mar-May
Very 43	Couples	Jun-Aug
Average 6	Solo	Sep-Nov
Poor 1	Corporate	Dec-Feb
Terrible 3	Colleagues	



Negative Tripadvisor Review:

Booking.com (2022) website states that there is a problem with hotels and customer services around Masjid Al-Nabi. To back up with evidence booking.com supports this.

REVIEW: One of the b... x Visiting Masjid e Nab... x Lost or Misplaced Sho... x Green hajj takes root... x Green hajj takes root... x 5492 Verified Hotel Ri... x

booking.com/reviews/sa/hotel/madinah-hilton.html?aid=356980&label=gog235jc-1DCA0oxAFCDm1hZGluYWgtaGlsdG9uSDNYA2hQIAEBmAEExuAExy...

Google Amazon.co.uk eBay Hotels.com Facebook YouTube Addons Store hwb login book on economic... The PESTLE Analys... Workforce Strategie... Reading list

Review Score

Based on 2210 hotel reviews

8.1

Score breakdown

Cleanliness	8.3
Comfort	8.4
Location	9.2
Facilities	8.1
Staff	8.7
Value for money	7.5
Free WiFi	7.0

Showing 1 - 25 [Next page](#)

Drmoammed
Egypt
12 Reviews
1 helpful vote

Reviewed: February 3, 2022

1.0 "Bad experience and not a good hotel to stay in"

Leture trip Couple
King Deluxe Room with Partial Haram View Stayed 3 nights
Submitted from a mobile device

I booked large room but they give small room, I upgraded to suit then once arrival they said already taken, not organized staff

Stayed in January 2022

Ali
Saudi Arabia
7 Reviews

Reviewed: January 5, 2022

1.0 Very Poor

Leture trip Couple Twin Deluxe Room City View
Stayed 5 nights Submitted from a mobile device

the reception was rude and not professional at all

Stayed in December 2021

Suha

Reviewed: November 27, 2021

5°C Sunny

ENG UK 11:04 02/04/2022

REVIEW: One of the b... x Visiting Masjid e Nab... x Lost or Misplaced Sho... x Green hajj takes root... x Green hajj takes root... x 5492 Verified Hotel Ri... x

booking.com/reviews/sa/hotel/madinah-hilton.html?aid=356980&label=gog235jc-1DCA0oxAFCDm1hZGluYWgtaGlsdG9uSDNYA2hQIAEBmAEExuAExy...

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Score breakdown

Cleanliness	8.3
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Staff	8.7
Value for money	7.5
Free WiFi	7.0

Reviewed: November 13, 2021

Raghad
Saudi Arabia
2 Reviews
1 helpful vote

1.0 "Room was not Haram View, Room was Dirty, Housekeeping did not do their Jobs nor room service, this is a two stars hotel"

Leture trip Solo traveler
Twin Guest Room with Partial Haram View Stayed 2 nights
Submitted from a mobile device

1- I asked for a Haram View Room and I got a room where I cannot see AlHaram Except for one minaret.
2- in addition to that, I changed the room twice because it was not clean, there was hair on the toilet in both rooms.
3- moreover, my stay was for two days, housekeeping did not clean the room or change the sheets or remove used cups. the only thing they did is rearrange the bed.
4- Room Service is bad, I ordered black coffee and it arrived 1 and half hour later I was about to miss prayer time because of that.

the only advantage was its very close to the Haram.

Stayed in November 2021

Mehnaaz
Australia

Reviewed: November 2, 2021

1.0 "OLD 3 star hotel dont have high expectation"

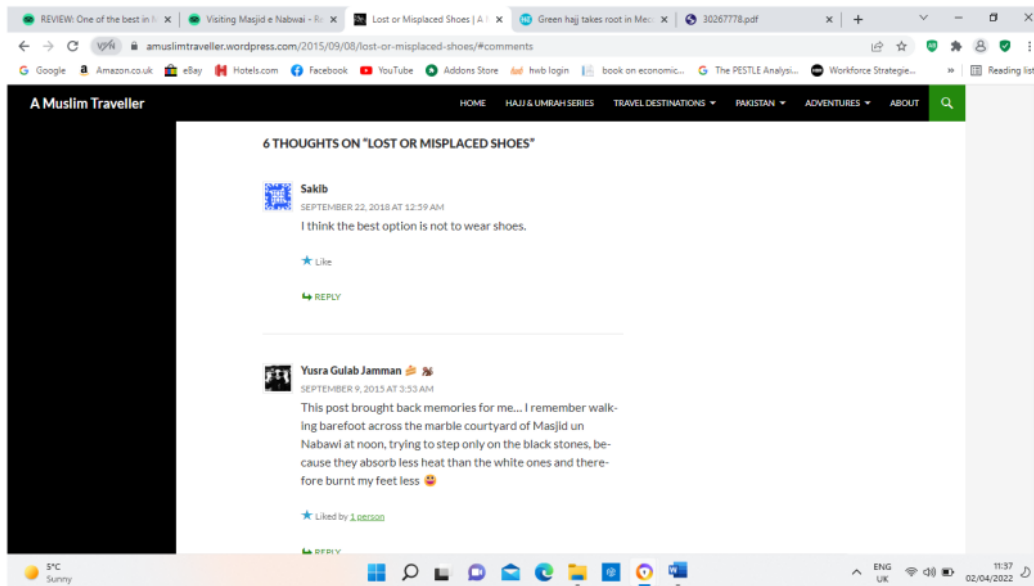
5°C Sunny

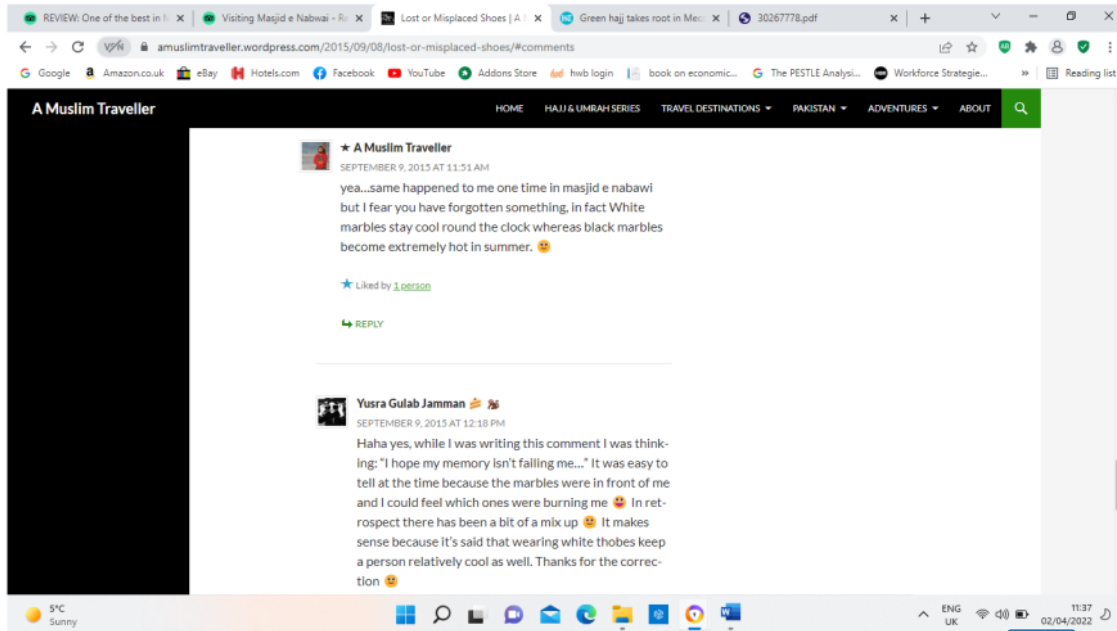
ENG UK 11:06 02/04/2022



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Muslim traveler,(2015) suggests that the only downside of Masjid Al- Nabawi is that shoes are misplaced or lost due to overcrowding during Hajj and Umrah. Muslim traveler wordpress.com supports this. Unknown customers suggested having their shoes carried by themselves.





There are currently no issues or negative impacts on Masjid Al- Nabawi. In my opinion of the Holly Mosque Masjid Al Nabawi, there are some Litter issues due to personal- during Hajj/Umrah experience. Alsebaei, A. (2014) states

Almost four squillion pilgrims collect in holy locations in Makkah to perform Hajj, staying most of the time (4-5 days) in a place called Mina where they engender about 17 kt of solid waste. This amount is arranged in the Makkah landfill deprived of any care or supply rescue.

During the Hajj and Umrah, travelers visit different locations to complete the spirit of Hajj and they visit places in between which are Mina and Arafat, etc. these places where people stay for some days lead to people throwing their daily waste at the end of the day in the waste containers provided by the location. The waste pickers usually empty the bins each day. This has caused an expanding disbursement on maintenance agreements and statistics to show that this charges the Saudi Arabia regime approximately 1. Billion in pound sterling. This is caused by excess rubbish waste due to overcrowding of people.

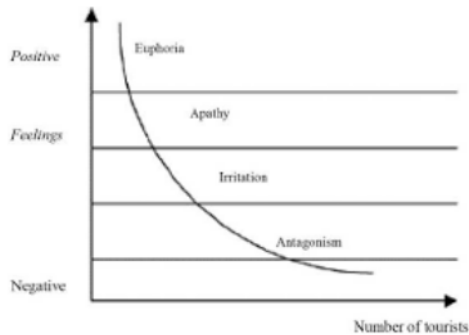


Doxey Iridix model to Masjid Al Nabawi

Venkittaraman, A. (2021) defines it as when the number of visitors and tourists increases at the destination and the locals endure sequences of emotions and reactions. There are four steps in the relationship between the community and the guest.

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Apathy

According to Baker, A. (2013) Saudi Arabian might be closing the access to overseas visitors, but it is even devoting hundreds of millions of dollars to polish the nation's social treasures, in planning for a distinct kind of tourist and recommending no travel permit leisure industry.

Recommendation

15

Green hajj takes root in Mecca, by recycling plastic and segregating waste

Holy city starts an initiative to reduce the environmental footprint of the hajj, one of the world's largest annual gatherings.

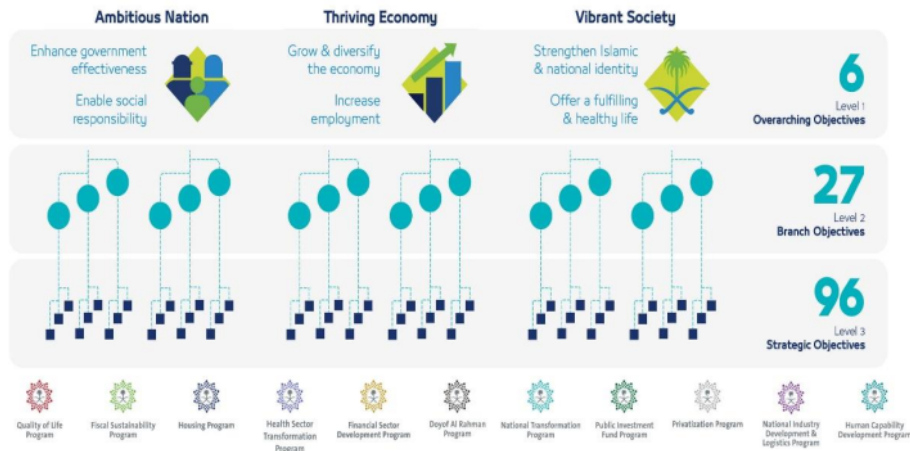
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Health employees gather garbage throughout the yearly Hajj pilgrimage

- ❖ Kibaki, E. (2022) <https://www.vision2030.gov.sa/> (Vision Arabia 2030) - Vision 2030 to complete the first five years with solid infrastructure, strength & empowerment. Saudi Arabia aims to reach net-zero by 2060.
- ❖ Saudi Arabia uses its enterprise ability to make a further distinct and ecological economy. The empire also utilizes its tactical place to develop important motorists of the worldwide market and join three regions which are Africa, Asia, and Europe.

The Vision was cascaded into **strategic objectives** to enable effective implementation through Vision Realization Programs.



The Three Themes of Saudi Arabia's 'Vision 2030'



"This vision will be the point of reference for our future decisions, so that all future projects are aligned to its content....Sustainable success can only be achieved when built upon solid foundations. Our vision, grounded in our country's strengths, will deliver this stability and create a brighter future for our country and our people."



A Vibrant Society

"This first theme is vital to achieving the vision and a strong foundation for economic prosperity. We believe in the importance of a vibrant society. Members of this society live in accordance with the Islamic principle of moderation, are proud of their national identity and their ancient cultural heritage, enjoy a good life in a beautiful environment, are protected by caring families and are supported by an empowering social and health care system."



A Thriving Economy

"A thriving economy provides opportunities for all by building an education system aligned with market needs and creating economic opportunities for the entrepreneur, the small enterprise as well as the large corporation. Therefore, we will develop our investment tools to unlock our promising economic sectors, diversify our economy and create job opportunities. We will also grow our economy and improve the quality of our services, by privatizing some government services, improving the business environment, attracting the finest talent and the best investments globally, and leveraging our unique strategic location in connecting three continents."



An Ambitious Nation

"Our nation is ambitious in what we want to achieve. We will apply efficiency and responsibility at all levels. Our third theme is built on an effective, transparent, accountable, enabling and high-performing government. We will also prepare the right environment for our citizens, the private sector and non-profit sector to take their responsibilities and take the initiative in facing challenges and seizing opportunities."



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority



رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

VISION 2030 OBJECTIVES:

1

Capitalize on KSA's Islamic position to establish the SFDA as the global reference for Halal food and products through the issuance of 2.2m halal certificates for products and items worldwide.

2

Establish control over the medicine supply chain by admitting %100 of medicine products under the Trac and Trace system.

3

Ensure sufficient supply of basic medicines by increasing the percentage of basic medicines available at local markets from %80 to %95.

4

Excel at controlling products within SFDA jurisdiction through the inspection of %100 of factories and warehouses during the annual inspection plan

5

Intensify consumer communication to improve awareness of SFDA services through consumer awareness campaigns.

6

Improve registration, licensing, inspection, release, and policy enforcement within all SFDA sectors (food, drugs, medical products and equipment) by raising investor satisfaction with SFDA's new registration and licensing system from %60 to %80

Saudi Food & Drug Authority - Northern Ring Road - Al Nafal, Riyadh 13312
Tel: +966 11 203 8222



SFDA 19999
مركز التميز للمواطنة

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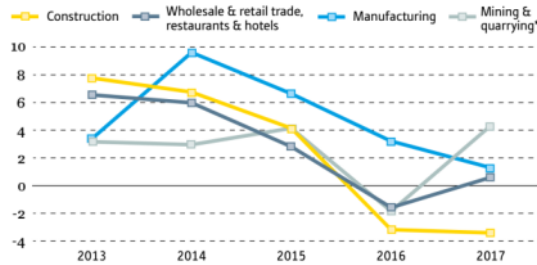
OXFORD BUSINESS GROUP book (2018) highlights Vision 2030 Objectives as below

Saudi Arabia in figures

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The single largest economy in MENA, Saudi Arabia is a key player not only in the region, but also globally. Classified as a high-income nation by the World Bank, its population of over 30m has established a consumer market in which domestic and global businesses have prospered. The Kingdom's vast hydrocarbons resources have helped drive growth for decades; however, during this period of low oil prices it faces a number of economic challenges. Key initiatives to combat these include a privatisation programme – which will see the divestment of a number of state-owned giants – the creation of the world's largest sovereign wealth fund and increased participation of women in the job market.

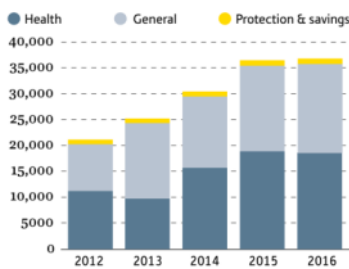
Annual GDP growth rate of select industrial segments, 2013-17



Source: GaStat

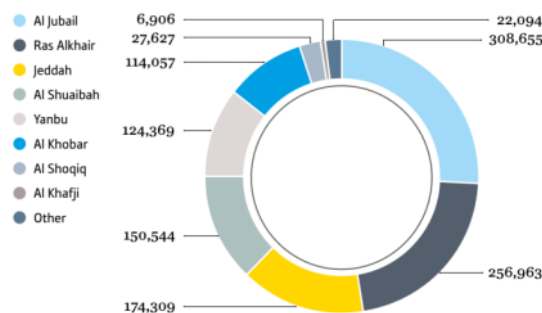
*excl. crude petroleum & natural gas

Gross written insurance premiums by type, 2012-16 (SR m)



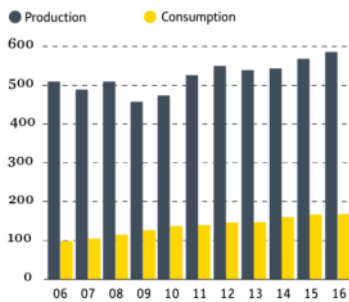
Source: SAMA

Water produced by desalination plants, 2016 (000 cu metres)



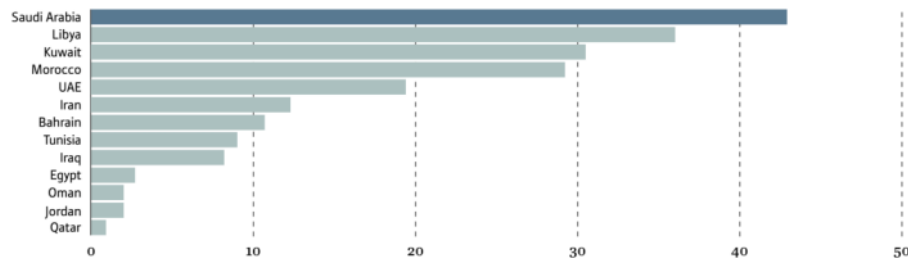
Source: GASTAT

Oil production & consumption, 2006-16 (m tonnes)

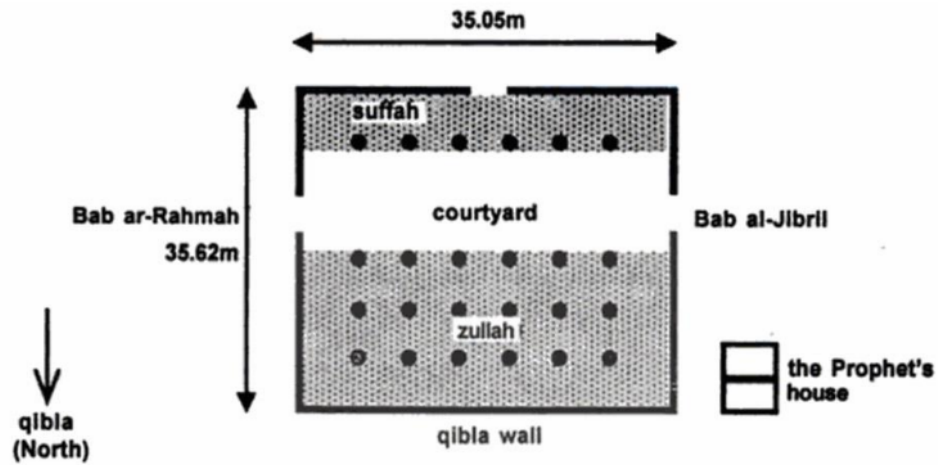


Source: BP Statistical Review of World Energy 2017

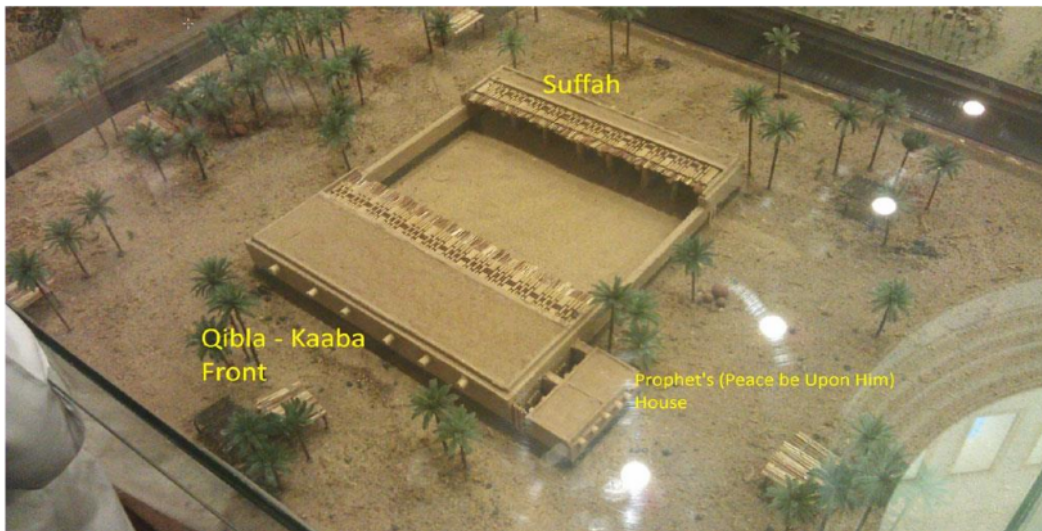
Value of PPP projects by country, Sept. 2017 (\$ bn)



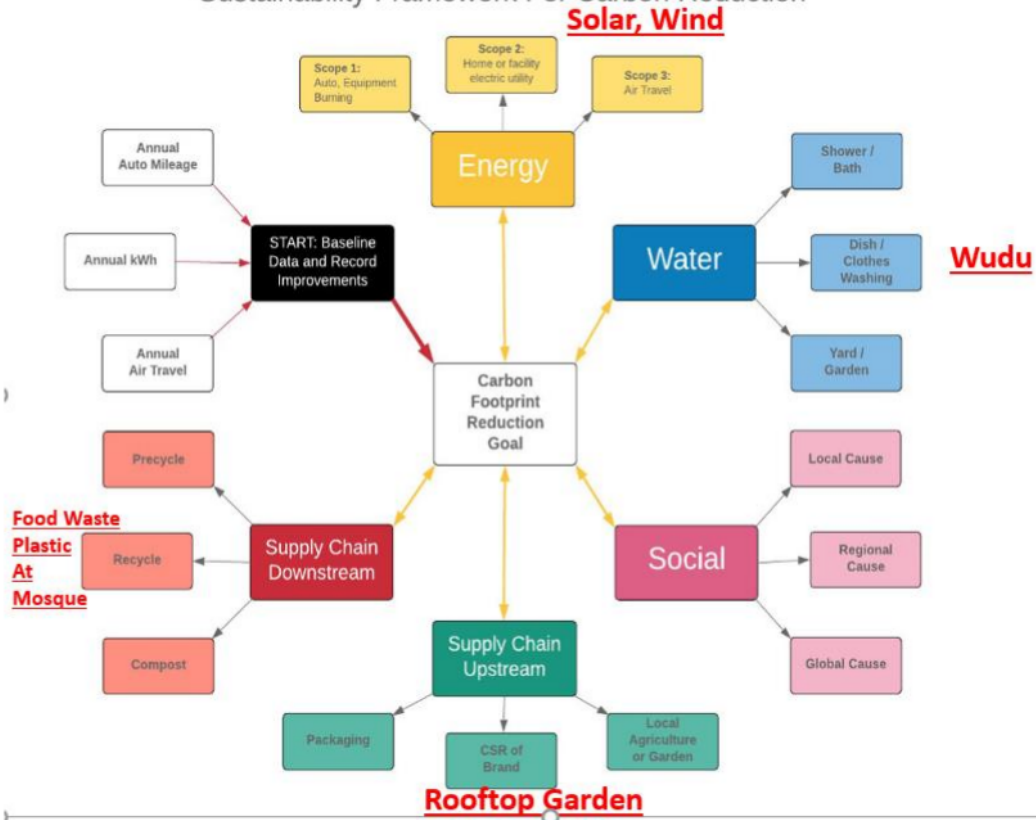
Source: JLL



Plan of the Prophet's mosque before the enlargement by the Prophet



Sustainability Framework For Carbon Reduction



Kessler, K. (2015) underscores Islamic Travel as a Flea market Islam is deemed to be the fastest-growing religion with an expanding number of adherents in all foremost nations and municipalities. This evolution represents a unique bazaar and distinguishes a particular customer.

	Conventional hotels	Halal hotels
Establishment dates (approximate)	Historically well-established. The first hotel is thought to have been founded in Exeter in 1768. Afterward, hotels sprang up around the world.	Contemporary concept following Islamic beliefs. The first recorded hotel with the description Islamic was the “Al-Jouhara,” which opened in Dubai in 1979.
Utilities	Standardised.	Standardized + Islamic values.
Experience	Maximisation based on standardised utilities.	Maximisation based on standardised utilities + diversity created by Islamic faith.
Symbolic	Meaning based on image of luxury, practicality, or economy.	Meaning based on Islamic faith associations.
Market	Open to all categories of the customer, depending on the hotel type and categories.	Cater to a specific niche market such as orthodox Muslims, businesses, and families.
Operations	No specific requirements.	(i) No alcoholic drinks and sells halal foods only; (ii) Majority of staff are Muslims; (iii) Female staff for single female guest floors, and male staff for single male guest floors.
Design and Interior	No Specific requirements	(i) Conservative television services; (ii) Al Quran and prayer mats available in each room; (iii) Large function rooms to cater male and female guests separately; (iv) Qiblat sign (direction to Makah); (v) No red-light entertainment; and (vi) Separated health and fitness facilities for male and female guests.
Financial	No specific requirements	(i) Hotel financed through Islamic financial arrangements, no financing from interest-based conventional banks; and (ii) Hotel should follow zakat principles.

Halal Hotel Principles

Conclusion

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To conclude the report critically evaluates to what extent the principles of sustainable tourism are present in the development management plan of Masjid El Nabi. People are visiting Masjid Al Nabawi solely for religious reasons and tourism. It is also to evaluate the principle of sightseeing, utilizing the three pillars of sustainability (financial, socio-cultural, and environmentally friendly).

This also includes principles of development and practices that should be identified, outlining regulations and organizations responsible for the implementation, and exploring how they are closely related. Use Butler's life cycle model and Doxey's rides model to determine which stages Masjid- Al Nabawi is at present.  17

The report uses data and data to support the evidence. **Finally Provide recommendations for the future development of the destination, keeping sustainability at the core of your recommendations.**  18 The chosen destination management is a religious tourism attraction. However non- Muslim tourist can visit Madina (Saudi-Arabia) but not Masjid Al Nabawi. The report also discusses related theories to Sustainability etc.

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Sustainability Assignment 2 FINAL - Part 1

GRADEMARK REPORT

FINAL GRADE

57 / 100

GENERAL COMMENTS

Instructor

1. Research-informed Literature 15/20

Your work should contain at least 15 academic references in support of your work from a variety of valid and reliable sources. A reference list should be provided using UWTSD's Harvard referencing conventions. Access relevant and current data from your chosen destination. **You clearly demonstrated evidence of background reading, drawing on a variety of sources**

2. Knowledge and Understanding of Subject 10/20

You should demonstrate knowledge and understanding of the theories/models associated with sustainability, for example, the Butler model of Tourism life cycle and Doxey's irridex model. You should demonstrate a sound understanding of your destination of choice, with clear rationale for your choice. **The relevant models were dealt with but in a fairly superficial way - you could have followed up some of the the issues mentioned briefly in more detail**

3. Analysis 10 /20

You should critically evaluate your sources, synthesis of information from your research and academic theories/ models and draw appropriate conclusions and recommendations. **Whilst there were some good points made, a lot of the analysis was quite descriptive in nature and focused on seemingly background issues rather than the main themes of the assignment. Be careful of simply pasting in info from other sources - it is better to refer to them and show how they are relevant.**

4. Practical application and deployment 11/20

The report should include critical evaluation of the benefits and drawbacks of sustainable tourism and sustainable development. Consider comparisons with other successful destinations to

emphasise the need for change / development. **More could have been included on the impacts of 'overtourism' at peak pilgrimage times, and the resulting negative impacts. There was some reference to this, but it could have been followed up in more detail. How does it compare to other religious pilgrimage sites around the world?**

5. Skills for professional practice 11/20

The report should be presented using a formal business report as demonstrated within the assignment guidance notes. The content should be of a professional standard with correct spelling, grammar and a logical flow to your discussion. Include data through the use of graphs, tables and charts throughout your report, where necessary. Images can also be included. **Generally well structured and presented, but please refer to the in-text comments for further feedback. Always try and read through your work carefully on completion to make sure that it 'flows' logically from start to finish. Some of the points were in the style of bullet points and could have been integrated into your work.**

Overall a good effort - I know you have worked hard on this, and your academic style will continue to improve as you continue with your studies.

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Comment 1

good introduction, clearly explaining the scope and focus of your work

PAGE 4



Comment 2

year needed

PAGE 5



Comment 3

these comments are like bullet points and could perhaps have been better presented in one paragraph that could have linked them together in a better way.



Comment 4

this isn't clear - re-word it



Comment 5

source/ref needed for this and also a little more introduction of the background to it



Comment 6

source/ref needed for this. Also be careful with the font background?



Comment 7

always try and read through your work to ensure that it reads as clearly as possible. A few of the sentences could be better structured?

PAGE 6



Comment 8

this would be more relevant as an environmental factor



Comment 9

if you say this, you should provide the ref/source - which research?



Comment 10

it's not clear what you are trying to say here?

PAGE 7



Comment 11

???

PAGE 8



Comment 12

so, are you saying that this is the relevant stage for your destination? Needs to be clearly stated

PAGE 9

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Comment 13

try and avoid statements like this in academic writing

PAGE 15

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Comment 14

good - now apply this to your example

PAGE 17



Comment 15

this sounds interesting - explain?

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Comment 16

you seem to have copied in a number of images here without really explaining their relevance or incorporating them into your work. Better to just refer to them (reference) and explain how they are relevant

PAGE 24



Comment 17

so, which stages?



Comment 18

this is from the assignment brief

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