

The Marketing Mix of Desert Tourism Applied in Islamic Economy

Yaha Aissa

Faculty of Economics Commercial and Management Sciences, University of Algiers 3, Algiers, Algeria

Email address:

ayaha53@yahoo.fr

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Abstract: Tourism is the concept of movement in order to change the place and the environment for knowledge and understanding and to improve the standard of life, while the marketing mix is the concept of the appropriate mixture for the exchange and transfer of goods and services between multiple parties. What was required in order to study the marketing mix was to identify the market and its environment and then study the limits of possible interactions between the elements as they are in the concept of the marketing mix when studying general marketing and marketing for services. The beginning will be the preoccupation with desert tourism, then engage in the exploitation of the resources of the desert as an environment that produces wealth and finally the development of desert tourism in whole, by pushing the desert to move from the waste land to an environment suitable for growth, and perhaps the most important area that can be adopted for this research is the Sahara region, which occupies an area of 9,200,00 km, Which is preparing to turn from sand dunes to an active market by transforming into an African transit area with the activity of cross-desert roads and linking with the Mediterranean Sea in a short crossing for goods towards Europe. After the completion of the 400-long trans-Saharan road, moreover Algeria will turn into the best destinations for travel and adventures, and the desert will be a field for trade, travel and investment in a marketing mix of the type of service mix, in the physical distribution of transportation, storage and handling It will be the start of an effective contribution to the second Silk Road that connects the continents. This is what prompted us to first pay attention to desert tourism in the Algerian desert in various regions Biskra state, Ghardaia state, Tamanrasset state, to be the nucleus for research in the exploitation of deserts, and for research to manage desert resources and then valuing them we were going to answer the question: What is the fate of developing desert tourism to turn the desert into an active environment instead of keeping the desert as it is? and search of the appropriate marketing mix for this.

Keywords: Marketing Mix, Tourism, Desert, Current Applications

1. Introduction

Since marketing is an old concept of practices that are still ongoing, it was necessary to go through the period of market formation from an Islamic perspective in Medina.

At the beginning of the formation of the society, which was adopting the principles of Islam in trade as a tool of actual exchange, which still exists to this day in societies that still consider religious values a valid basis for exchange in goods and services.

Especially in the environments of the most important goods and services are from the vast desert environment, such as the Sahara desert in Algeria, the desert extending in

the Sahel and Sahara countries in North Africa, and the desert extending in the Gulf countries to other deserts of the United States, Australia and the rest of the world.

2. Marketing Mix

The marketers agreed on the marketing mix notion developed by the American Borden: is the mix agreed to accommodate all labor activities in the market, including:

- 1) Product: the sum of interaction between the elements of production; land, labor, capital and organization,
- 2) Price: the monetary equivalent of a unit of product at exchange,

- 3) Place (distribution): channels of passage of product from production circuit to the customer,
- 4) Promotion: messages sent by the producer to the customer in order to make an influence,

Though, the mix is comprehensive for marketing functions; production, pricing, distribution and promotion, as seen in the market. However, it has been subjected to modifications and additions, when dealing with marketing services; intangible products which differ from physical products.

It resulted to determine a new mix accommodates with marketing services, which is:

McCarthy mix: states the marketing mix is not necessarily the same for all enterprises, however, the appropriate mix is the one changing with market conditions.

Rather, it follows human changes, as the axis of the marketing mix. McCarthy suggested summing these elements in policies as follows: product policy, price policy, distribution policy and promotion policy.

As for Philip Kotler, he focused on customer's view to make the marketing mix, or to design it. The customer (consumer) needs two-way dialogue [7]:

- 1) Customer's view 4Ps; Product, Price, Place and Promotion.
- 2) Customers' requirements 4Cs.
- 3) Customer value,
- 4) Cost to the customer,
- 5) Communication.

Owing to the need to adapt the marketing mix; to direct the marketing mix from its original orientation of industrialized products, Booms and Bitner suggested a new mix oriented to services.

Booms and Bitner mix consists of seven elements: Product service, Promotion, People, Price, Place, Physical evidence, and Process (delivery of service).

2.1. Tourism

Recreation, culture, missions, health and therapy; a summary of the first definition of tourism, in 1905m by the German E. G. Fuller, stated:

Tourism is phenomena of our time, emerges from the increasing need for rest, changing the air and as a source of feeling beauty of nature. The growth of the feeling of joy and enjoyment due to places of special nature, also the growth of contacts occurs, especially, between different people [2].

It is mentioned in Quran verses about traveling through the land and observing Allah's creations. Moving and traveling for livelihood objectives, work, study and rest are legitimate actions. Therefore, Allah Has created horses, mules and donkeys so that you may ride them. Also He made subservient the ships that sail through the sea and creates that which you do not know. So blessed be Allah the best creators.

Land and seas, wilderness and deserts, and hills and mountains are His Signs that needed reflection. He endowed every environment with resources from Him, in measure to

hold livelihood and to be exploited properly.

2.2. Desert

Desert was a hub of previous civilizations, a source of life for different people origins and witnessed the birth of prophecies, which guided those who lived on and the others.

Desert is the birthplace of our master Muhammad (may Allah's prayers and peace be upon him). It is the home of revelation, the rise of prophets who lived there, where their inhabitants had credit for spreading the message, after embracing the religion.

Desert's resources are barely seen, because its environment is characterized by:

- 1) Harsh life,
- 2) Difficult nature,
- 3) High temperature and dry climatic conditions.
- 4) At the same time, the desert is home of:
- 5) Reservoir of energy,
- 6) Producer of many products,
- 7) Source of life for livestock and people,
- 8) Environment for desert plants.
- 9) Meaning that desert is a diverse world, different from humid zones, in many differences. In reality of desert is that:
- 10) Deserted,
- 11) Undiscovered,
- 12) Unknown,

It neither provides its savings nor utilized them easily, in terms of:

- 1) Exploiting potential resources of the desert,
- 2) Sedentariness on it,
- 3) Replacing it by the opposite environment; in terms of replacing:
 - a) Cold by warmth,
 - b) Difficulty by easiness, such as; construction, reconstruction and stability,
 - c) Adaptation to nature,
 - d) Exploiting deserts around the world, especially deserts of the Islamic world,
 - e) Environment of stability where simplicity is mixed with complexity.

Besides the United States of America, the South America and some parts of Asia, are regions ought to be a homogenous market, based on standards of:

- 1) Degree of utilization of sun's heat,
- 2) Exposure level of living bodies to sunlight,
- 3) Changing places and environment in an active mobility to replace the lack,

The societies of the North (cold states) live in vitality and vigor, to reach the appropriate welfare, by consuming elements of nature, and receiving services. Therefore, importing warm and heat is not similar to consumption of a product in its place and time of production.

Though, theoretically, it seems difficult, but exposing the desert tourism product is the right thing, from practical marketing view.

The possibility to meet sun with snow both at the same time, can happen, as result of, development in transportation patterns, tourism forms and residence, as well as development of relations between parties of relationship, in terms of invoking the language of tourism.

Cohabitation the desert is the adventure to take for discovering its essence. It was the homeland of the prophets, where they lived and delivered their messages, Moses, Jesus and Muhammad (may Allah's prayers and peace be upon them).

Also where Marry (the lady of the women of the worlds) gave birth to Christ (peace be upon him), at the trunk of the date-palm. The date-tree is a desert palm from (Arecaceae) family, produces dates. The Almighty says in His Holy Book about her: "And shake the trunk of the date-palm towards you, it will let fall fresh ripe-dates upon you" Chapter 19, Surah Maryam: verse 25 [4].

Quran interpretations mentioned the importance of movement component. First, the command from Allah the Almighty, to Lady Mary (peace be upon her), to shake the trunk of the tree-palm, it is similar for us, now, to move through traveling and residing. As a result, we will discover what is not available in our environment. After the movement done, wet dates fall.

2.3. Dates

Is the product of desert palm trees. They ripen in late summer and early fall, to be ready for consumption during winter period. In cold season (winter) the human body is exposed to low temperature, and therefore, needs sugar, which is compensated by dates. Similarly, apples, pears and grapes, ripen in the beginning of summer, to be used to cool the body when temperature is high.

The dates cycle is the cycle of consumption oriented coping with cold season (winter in particular), or any similar conditions. Therefore, desert is the source of resistance to cold, via nature and products. By means of visiting, to enjoy sun light, recovering from cold diseases, and planting palm trees and taking care of them.

Allah's Will was to command that the consumption phase began after the dates fell. That is Allah the Almighty commanded Marry (peace upon her) to eat and drink; to carry out the consumption process, in both sides; eating and drinking immediately after the dates fall. It was Allah's remedy to lady Mary's breakdown; for being the woman who gives birth without a father. Although she is the sister of Aaron, her father did not commit adultery and nor her mother was an unchaste woman. She is the descendant of a pious family.

Mary, the virtuous woman, no a human being had never touched her, though, she gave birth to Jesus (peace be upon him), with Allah willing. She would have been stressed with such tension and had such a breakdown, the Almighty Allah responded her: "So, eat and drink and cool (thine) eye". Chapter 19, Surah Maryam: verse 26.

That is, eating dates and drinking bequeath psychological

comfort; balance and reassurance. The word "cool (thine) eye" means calmness, peace of mind and without remorse. This state of mind means to be in balance and in harmony, with oneself and nature. It is the remedy provided by the verse when eating dates product.

The desert dates product is both a cure of hunger and psychological medicine of occurring tensions.

Desert is recognized as a complete environment for all products people need in all seasons. Rather, they are products adapted to the desert environment, in terms of timing of ripeness and product content.

Christ (peace be upon him) was born at the trunk of the palm tree, which is the birthplace of the Prophet Jesus (peace be upon him), thus his place of birth is a subject of dispute between Muslims and Christians.

Christians believe that the birth of Christ (peace be upon him) took place in other than the trunk of the palm tree. Some of them believe that Christ (peace be upon him) was born in a stable –Allah forbid this in behalf his prophet. Whereas Muslims firmly believe, that Christ (peace be upon him) was born, at the trunk of palm tree, as cited in the explicit verse.

At this stage, people have the right to develop discussions and debates about the importance of the birthplace of Christ, especially for the followers of Christ (peace be upon him). In terms of residing, worshiping and celebrating religious demonstrations, such as Christmas parties.

The date is the beginning of the solar year, the place is the desert, to celebrate Christmas and New Year day parties.

If the desert has the right to monopolize the place, dates product has the right to be the main food to consume during Christmas days. This festive season happens in the season that celebrants consume sweets. For this reason, dates are worth replacing or transforming into sweets, they are suitable for the season in terms of conditions of occasion and cold.

It is an opportunity to desert to introduce itself as a different environment from the cold North, in order to hold festivals and events. The desert regions compete to host these events, by exposing the following sides:

- 1) The traditions of natives in desert regions in reception and hostility, as well as treatment,
- 2) The correct beliefs of the locals of desert regions, in terms of firm principles culture and religious values which ensure righteousness inhuman life,

Simplicity of the environment and luck of all types of pollution:

- 1) Auditory: hearing nature as it is,
- 2) Olfactory: smelling regular scents and pure air,
- 3) Visual: extending the gaze to far horizons, observing sunrise and sunset, as phenomenon of divine signs.
- 4) Environmental: by experiencing green marketing, green economy, the economy of comprehensive development and sustainable development, via the production of natural food, planting forests and building with solid wood [5]

West culture is based on the level of technological complexity, thus it represents the culture of post-industrial

society, where relationships are superficial and utilitarian. In order to re-transfer the person, from the culture of this generation and later ones, to the level of relations held between members of simple societies, where intimacy and good use of nature. Also, the tourist can deal, in his new environment (desert), while traveling and moving, with camel, its milk, mare and horse. As well as sheep, goat and sheep milk in menu. The tourist will develop a feeling of sheltering in nature, harmony with it, instead of the artificial life he accustomed to.

2.4. Necessity of Returning to Desert Economy and Regional Marketing

New opportunities introduced to develop southern regions, through:

- 1) Technologies of new and renewable energies, by expanding the exploitation of solar energy, which is considered as a real outlet for a constantly growing market, to start the return and continue the desert reconstruction.
- 2) The success of agriculture experiments in many deserts; especially the cultivation of major crops, with abundant neglected areas, which constitute a capacity to absorb the intensive agriculture investment in using capital. This constitutes, also, another outlet for green economy market, sustainable development and the beginning of greening areas and lands, which would otherwise be classified as arid areas.
- 3) The scientific progress in methods of remote sensing and ground discovery of special minerals, including gas and oil energies, followed by development of tools and means of drilling, exploration and extraction. All these are considered as a key of prospecting and water extracting, and then exploiting this resource to breathe life above the ground and create the oases.
- 4) Besides, adapting the desert, in terms of ease in dealing with its nature, the tent doesn't cost like construction, the horse compensates the car and hunting sports and hiking in the fresh air is a natural remedy for diseases of civilization.

2.5. Desert Attraction

Desert is distinct and different from other regions, in specific characteristics. Thus the European community began to discover the special attractiveness of desert regions; from historical perspective, desert played a role in establishing great cultures throughout history. Also, naturally, desert is at the centre of the world geography, and plays the role of meeting point of continents; for example, deserts of the Gulf countries. In addition, through its cultural heritage, it is the centre of civilized radiation and enlightenment, over peoples of the world.

Desert attraction is also its fertile ground, sand dunes, palm forests and attractive rocky plateaus.

The only apparent weak point of desert is its climate; hot temperature with little rain, less than 100mm, and vegetation

cannot be seen only in oases, "they are natural environment" [8]

At the same time, this represents desert strength; hence it represents the difference from the environment of cold regions. Therefore, to discover desert it is necessary to change life style and live in variant environments, as it is in real life. Since patterns of stability on desert require adaptation to new environment for northern society. In addition, it is necessary to introduce the definition of desert; as a region where population density is sometimes less than 10 inhabitants /km. When dealing with desert tourism product, a thorough understanding of reality and international environment, is needed, because desert is also a source of productions:

Representing desert productions:

- 1) Sun,
- 2) Energy,
- 3) Oasis,
- 4) View,
- 5) Date fruit.

The stage of introducing products takes time; it can be reduced through:

- 1) The first stage: introducing desert and marketing its specific characteristics.
- 2) The second stage: presenting desert products, with indicating the defect, if it exists. [6]
- 3) The third stage: develop the relationship "winter and summer journey".

About desert productions:

The sun, the burning mass, shines on all earth, in the pattern of planet's rotation around the sun, and in the pattern of the earth's rotation around itself. ... But it is, in fact "And the sun runs in its fixed course for a term (appointed)." Chapter 36, Sourah Ya-seen: verse 38.

"It is not for the sun to overtake the moon, nor does the night to outstrip the day. They all float, each in an orbit." Chapter 36, Sourah Ya-seen: verse 40.

This important natural resource for limited regions in the world; it is desert, specifically the sunny region in the world, where degree of exposure to sun's heat reaches its maximum, which is an important competitive advantage, comparing with cold regions near the poles.

In fact, north Europe and parts of centre Europe classified from the most densely populated areas, where the tourist market size is large, compared to the demand for tourism for other purposes.

2.6. Market

To be close to residents and segments of western societies, in northern regions, where the desert does not appear clearly in their daily life, it is necessary to enter through outlets provided by channels of communication:

- 1) Communication by means modern technologies via internet, satellites and electronic, visual and audio media.
- 2) Access to libraries and information banks in various universities, provide the West with new publications

and information... since future months not years [3].

- 3) Partnership with the West and North countries in investment and entrepreneurship and establish companies...to interact with each other ... establish an environment for dialogue... meeting and exchanging ideas and notions...
- 4) Internationalization of economic activities through scientific research results, development and innovation. Supply foreign markets with rare and unique products in production's regions.

Forming cells of cooperation and coordination between civil associations and civil society institutions across borders... to lay common marketing foundations and principals of new tourism... it is desert tourism.

Impress upon the public the importance of shifting to sense new patters of living outside the usual patterns, and engage in mode of discovering, adventure and several relationships with new peoples and societies, since the product is desert as an area for living.

2.7. The Desert Tourism Needs Islamic Values

Islam includes relationships resulted from the correct practices of this religion's pillars... the main relations are:

- 1) Offering help to the traveler in the way his travel... back and forth.
- 2) Generous hospitality and good reception... "Your smiling in the face of your brother is charity." Narrated by al-Tirmidhi.
- 3) Security and honesty on the road... "Give the road its due." Narrated by al-Bukhari and Muslim.
- 4) Treatment is business and good dealing in buying, selling and claiming debts... "May Allah have Mercy on a person who is lenient when he sells, lenient when he buys, and lenient when he asks for payment." Narrated by al-Bukhari.

All of this is mentioned in "Ibn al-Sabil (wayfarer), whereby Allah allocated the wayfarer a share in the Zakat funds... this encourage people to move without fear of running out of food, for example...

2.8. People of North Africa Applications Are Diligence in Islam Application

The inhabitant of rugged mountains or difficult paths to walk, in Aures land or Kabily land,... they assign each one of their villages across mountains to:

2.8.1. Dar al-Sabil (House of Traveling)

It is a house built for the foreign guest, who may arrive to the village, in order to find a place to stay, for him and his horse (the horse stall).

Since it is a house for Sabil (Ibn al-Sabil/ wayfarer-traveler), it is situated near or close to the village mosque. The villagers take care of the guest and his horse; in staying, eating and drinking. Even they compete for generous hospitality, until the guest left the village. The same reception or better, the traveler will find in all small villages in

mountains.

2.8.2. Community House (Jemaa)

Is house dedicated to mosque of the village, build by the community (Jemaa). It is devoted to be the residence of the Imam and his family, a storehouse for food and supplies that belong to the community. The Imam, his family and the comers from outside the village (guests) can use the stock.

Also the stock of community house is allocated, especially, for the students of Koran school... and the scholars who supervise their teaching.

2.8.3. The Orchards and Gardens

Scattered in mountains at water springs, near routes the travelers pass by. Hence, any charitable man can ask the orchard or the garden owner, to "khars" all fresh and mature vegetables and fruits, which means; to sell the yield and the whole crop, and pay cash. After the agreement, the buyer asks the seller to leave the yield at the wayfarer (traveler) disposal. He may find the door of the garden open, while the owner of the orchard keeps serving and watering, without taking from the yield, until season ends. The orchard often includes yields of pomegranates, figs, grapes, etc.

Also, the traveler horse (the wayfarer) finds what to eat; grazing fodder beside green weeds. In addition, for the wayfarer, fountain of water is used to drink, to perform ablution, to led astray and relax with his horse.

2.8.4. Endowment (Wakf) to the Wayfarer (Traveler)

On the roads balconies and mountain paths in mountains and valleys, many orchards have been endowed by their owners to wayfarer. Therefore, any traveler passes by can eat is available inside.

2.8.5. Planting on the Roads

The farmer in Kbily mountains, for example, planted a percentage of cuttings (small bushes). In each season, he planted an amount of plants on his land, among them the percentage of trees, which he chooses to be along the road for passers-by and for every needy person. Outside his land, the farmer allocates, for example, 12%of the bushes, to be planted, along roads and paths, for any one may need them once ripe.

2.8.6. Distributing the Yield

Once mature, to owners and non-owners. Bejaia inhabitants, for example, wait for Imam announce, in the mosque, for harvest season for any yield. All people move collectively to reap the harvest and distribute it to owners and non-owners; including needy people and everyone in the village.

2.8.7. Al-Waziah (a Portion Distributed)

When people slaughter cows, they distribute them to villagers. The distribution performed according to "source of smoke"; each house with a smoke of the stove, means there is a kitchen, and it represents a family. Each family has its share of that Waziah, thus the distribution covers all inhabitants.

2.8.8. *The Initiative to Honor (Ardah / Invitation to Offer)*

To invite the others to eat, whether in occasions or without. It is obvious that eating collectively strengthens relations of friendship and brotherhood. It used to happen between people permanently.

2.8.9. *Altruism and Competition for Good Deeds*

Exert efforts and offering money to honor the guest with an exaggerated generosity. Guest hospitality represents an opportunity to villagers to show Allah's favor.

2.8.10. *Handicraft*

Showing traditional furnishings, beds, pottery vessels. They show elements of their artistic heritage; in architecture and handicraft, through what is represented in receiving guests.

Some other value such as: Maziah (Advantage- merit)

When a person provides food to another one, who comes to work or trade for him, for free.

*Price + Place (distribution) + Promotion + Product.

In addition to:

*Customer value + Customer cost + Convenience (ease) + Connectivity.

As Philip Kotler formulate it.

Only anew content can be added to the mix, it is about the Process element (delivery of service), made by Booms and Bitner. The content covers the sincerity, that should the service provider adopt, in presenting traditions and old known practices of the inhabitants of; deserts, hills, and prairies, where Islam is embraced as religion. Islam is the religion source of these values, also makes the desert a permanent active shopping environment, expandable, and not able to be curtailed.

As well as, the tourist compensates what is missed in other markets, to fulfill his need.

And because villagers practice the activity of breeding animals, Therefore, they consider selling milk and yoghurt shameful. These societies are not very developed (they did not reach the level of materialism that dominates relations within industrial societies).

3. Summary

Among the emerging phenomena, in the global north, is the increasing number of elderly. They represent the market segment, from which derives special products, takes the form of new services, as to; move, travel and tourism, in a different environment from theirs, because they are over 60 years old. [1]

Via communication technologies outlet, it is possible to reach this market segment, especially, through globalization, in order to provide an integrated marketing mix, which incorporates the traditional mix:

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