
ICCEIS2023: International Collaboration Conference on Islamic Economics

International Conference and Call for Paper

A Systematic Literature Review of the Halal Tourism Model

Sri Budi Cantika Yuli ^{1*}, Nurfahmiyati ²

¹Department of Economic Development, Faculty of Economics and Business, University of Muhammadiyah Malang

² Department of Economic Development, Faculty of Economics and Business, Bandung Islamic University

Article Info

Paper type:

Research paper

Keywords:

Halal Tourism; Halal Business, Halal Destination; Systematic Literature Review; NVivo 12 Plus

Article history:

Received: July 2023

Revised: July 2023

Accepted: August 2023

Available online: September 2023

Abstract

Penelitian ini bertujuan untuk mengkategorikan tema atau konsep yang berkaitan dengan studi pariwisata halal periode tahun 2017-2022. Melalui analisis deskriptif dan bantuan perangkat lunak Vosviewer dan Nvivo-12 plus, diperoleh artikel berindeks Scopus, yang diterbitkan oleh mayor penerbit seperti Emerald, MDPI, Sage, ScienceDirect, Springer, Taylor dan Francis.

Hasil penelitian menunjukkan bahwa terdapat 155 konsep dalam kajian pariwisata halal dan dikategorikan dalam 13 kelompok. Lebih jauh, penelitian ini terkait dengan tema dominan seperti Halal Tourism; Tourism Industry; Halal Awareness; Tourist Satisfaction; Tourist behavior; Destination Loyalty; Muslim-Friendly; Muslim Travellers; Halal Destination; Halal Hospitality

Signifikansi penelitian ini adalah penemuan konsep studi pariwisata halal; oleh karena itu dapat membantu dalam pengembangan kerangka konseptual studi di masa depan. Sedangkan Batasan penelitian ini adalah artikel yang diulas masih terbatas bidang ekonomi, manajemen, bisnis, tahun 2017-2022 dan hanya diperoleh dari database Scopus. Oleh karena itu, tidak memiliki data yang dapat dibandingkan. Konsekuensinya, penelitian selanjutnya perlu menggunakan pendekatan analisis komparatif yang melibatkan database Scopus dan Web of Sciences (WoS) dan menggunakan artikel tahun-tahun selanjutnya.

This study aims to categorize themes or concepts related to halal tourism studies for the 2017-2022 period. Through descriptive analysis and the use of Vos viewer and Nvivo-

12 plus software, 264 Scopus indexed articles were obtained, published by major publishers such as Emerald, MDPI, Sage, ScienceDirect, Springer, Taylor and Francis. The results of the study show that there are 155 concepts in the study of halal tourism which are categorized into 13 groups. Furthermore, this research is related to dominant themes such as Halal Tourism; Tourism Industry; Halal Awareness; Tourist Satisfaction; tourist behavior; Destination Loyalty; Muslim-Friendly; Muslim Travelers; Halal Destinations; Halal Hospitality. The significance of this research is the discovery of the concept of halal tourism studies; as it can assist in the development of the conceptual framework of future studies. The limitation of this research is that the articles reviewed are still limited to the fields of economics, management, business in 2017-2022 and are only obtained from the Scopus database. Therefore, it does not have comparable data. Consequently, further research needs to use a comparative analysis approach involving the Scopus and Web of Sciences (WoS) databases and using articles from subsequent years.

*Corresponding author:: cantika@umm.ac.id

Introduction

Currently, halal industry is attracting world attention, both from the government and business people. Enthusiasts in the halal industry are not only countries with a majority Muslim population such as Indonesia and Malaysia, but also non-Muslim countries such as Australia, Thailand, Singapore, United Kingdom, Italy and others. The increasing interest of the world community to consume halal products is not just based on belief, but halal products also guarantee good product quality from ethical, health, safety and environmental friendliness aspects (Nadira, 2020).

Based on The State of The Global Islamic Economy Report 2022, the growth rate of spending by the Muslim community in 2021 in various halal sectors, such as food and beverages, halal pharmaceuticals and cosmetics, halal clothing, halal tourism, halal media and entertainment, and Islamic finance reaches 8.9 percent (year on year) with a value of around US\$ 2 trillion. This figure is predicted to continue to grow to US\$2.8 trillion in 2025 with a cumulative annual growth rate (CAGR) of 7.5 percent. The spending level of the Muslim community has increased driven by the main factor of the world's Muslim population which has also increased to reach 1.84 billion people in 2017 and is expected to continue to increase to 27.5 percent of the total world population in 2030 (Dinar Standard, 2022).

The halal tourism sector, a cluster that addresses meeting the religious needs of Muslim tourists, now provides more choices, ranging from selections of beach resorts or tourist destinations to family-oriented hotels; from travel agents to applications to book and rate holiday destinations. During 2019, many online travel agents have started with a new focus on providing Umrah services to Saudi Arabia and other tourism. This sector attracts the largest investment in the Muslim friendly tourism market. The OIC government's plan to increase tourism revenues is increasingly encouraging investment in this sector, both in Malaysia and Indonesia, as well as Turkey and Saudi Arabia. Muslim consumer tourism spending was valued at US\$ 189 billion in 2018 and is expected to grow to US\$ 274 billion in 2024.

Halal tourism has become the focus of world attention, both European and American countries are trying to expand and attract Muslim tourists. In recent years, Halal tourism has been widely viewed as one of the strongest export markets for this type of tourism. Halal tourism is intended for hotels and resorts that offer programs, food or activities that do not conflict with Islamic law (Biancone et al., 2019)

A number of studies related to halal tourism have been carried out in scientific writings, including: Devi & Firmansyah (2019) who identified factors related to the purchase intention of Muslim tourists in halal travel and the halal tourism sector; and Farizkhan et al. (2021) who examined the satisfaction of Muslim tourists as the main factor for recommending halal tourism travel destinations to a larger share of the halal tourism market.

In-depth studies on halal tourism have been carried out in many countries, Battour et al. (2018) observed the perceptions of non-Muslim tourists towards halal tourism in Malaysia and Turkey; Maghrifani, (2018) scrutinized the motivation and value of tourists for choosing and staying at sharia hotels in Indonesia; Sudarsono et al. (2021) detected the interest of young Muslim tourists to recommend and visit halal tourist objects in Indonesia; (AM Adel et al., 2020) researched the importance of several halal marketing strategies such as halal search and availability, halal certification and assessment, halal at airports and halal hotels in Egypt, Morocco, Sudan and Pakistan; Yuli et al. (2023) studied halal attributes and product attributes that influence consumers' purchase intentions for halal products in Indonesia, these factors include halal awareness, halal certification, product quality, and promotion.

Research on Muslim travelers that has been conducted by Wang & Gong (2021); Windasari et al. (2023); Sulayman et al. (2022); Suhaiza et al. (2017); Zailani et al. (2016), stated that Muslim travelers' intention to return depends on halal food and drinks and the provision of facilities in accordance with sharia principles. These studies provide knowledge by taking different backgrounds and characteristics by presenting findings that are conceptual theoretical analysis as well as based on empirical data findings.

The Systematic Literature Review (SLR) approach in halal tourism research has also been carried out to explore research that has been done as well as suggestions for future research (Boğan et al., 2023); (Saraç et al., 2022); (Rofiqo & Sholihin, 2022); (Idris et al., 2022); (Supryadi et al., 2023). Although research using Systematic Literature Review (SLR) analysis related to halal tourism has been carried out a lot, this research provides novelty by using the results of the analysis to produce the concept of halal tourism studies which is formulated based on the articles reviewed.

Literature Review

In various term, the concept of Halal tourism is often associated with Islamic tourism, sharia tourism, sharia travel, halal-friendly tourism, halal lifestyle, and Muslim-friendly experiences (Jaelani, 2017) Moreover, halal tourism is a novel notion for Muslims journeying across the world. Nonetheless, it falls within the realm of religious tourism discussions and is predominantly categorized using Muslim terminology (Vargas-Sánchez & Moral-Moral, 2020)

Halal tourism is all destinations or actions permitted or involved in the industry, according to Islamic teachings (Battour et al., 2022).

Islamic tourism focuses on participation and involvement by Muslims, places, and tourist destinations, as well as products, including places, food, entertainment, and drinks. Furthermore, it is focused on social, economic, cultural, and religious dimensions, as well as managing the services offered through marketing and ethical considerations. Labeling halal tourism as an Islamic might give the wrong impression that the activities and products are only for Muslim customers. However, non-Muslim customers also consume products for various reasons (El-Gohary, 2016)

Halal tourism stands out as a highly profitable and rapidly expanding sector within the tourism industry. It holds substantial promise for destinations, enterprises, and various entities associated with travel. Moreover, it represents one of the globe's most financially impactful tourist markets, characterized by significant expenditure (Ahmed & Akbaba, 2018)

Methodology

In this study, the authors conducted a systematic review of the existing literature on halal tourism. Systematic literature review (SLR) has become an important activity related to literature because of the analysis and synthesis of articles that support it (Denyer & Tranfield, 2009). Afterwards, the

authors conducted content analysis applied to study the evolution of publications and journals, their impact on the field, and the relationship between articles and their references. This study went through four stages : Stage 1, formulation of questions that will be discussed in a systematic literature review (SLR), Stage 2, placement and selection of relevant articles from existing literature and according to evaluation criteria, Stage 3, analysis and synthesis of data using a variety of methods appropriate to the research, Stage 4, explanation of the results and significant consequences of the proposed conceptual framework.

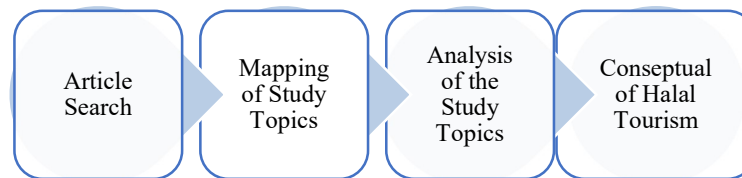


Chart 1 The Article Review Process

This study objects to observe various scientific articles discussing halal tourism that have been published in reputable international journals. In addition, the review of articles in this study is directed at conceptualizing halal tourism studies which are explained through the following research questions (Research Questions): (1) What are the relationships and grouping of themes in halal tourism studies? (2) What are the dominant themes in the study of halal tourism? (3) How are the interrelationships between topics in the study of halal tourism? (4) What type of mapping used in the study of halal tourism; (5) What concepts are used in the study of halal tourism?

The search for articles in this study went through 4 (four) stages. First, identification of the article using publishing or perishes software, using the Scopus database. At this stage, the keyword "Halal Tourism" is typed into the article search column on the publish or perish application, and the year of publication is limited to 2017-2022. This search yielded 264 views of articles relevant to that topic. Second, verification of the articles. Here, articles are entered into an excel table, and verified based on relevance criteria, H-index of articles and field studies that emphasize halal tourism. Of the 264 verified articles, the selection was then continued based on the availability of full text articles in the database. The final stage is downloading full text articles from the database of each journal that publishes them.

The following are the mapping stages in this study; first, full text articles are imported into VOS viewer and NVivo 12 plus software. This process aims to obtain clusters of data, and to visualize the network of study themes. Meanwhile, the Nvivo 12 plus software is used to input study topics, relationships between study themes, and study mapping, based on the focus of each article analyzed. Second, articles are managed in Software Nvivo 12 plus, by classifying them based on the author's name, year, journal, and publisher. Furthermore, this classification is carried out using the NVivo 12 plus database import feature.

The stages of data analysis and conceptualization are the stages of article review which produce data that can answer Research Question. At this stage, data analysis focused on clusters analysis, dominant topics, theme linkages, and topic mapping of halal tourism studies based on the 264 articles analyzed. Finally, processing this analysis to produce the concept of a halal tourism study which is formulated based on the articles reviewed.

Results and Discussion

1) Linkage and Clustering of Themes in Halal Tourism Studies

In this section, the concept is explained in several visualizations related to the theme of this research and from the 264 articles identified. The results of the review paper using VOS viewer reveal that there are 13 (thirteen) concept groups (see table 1). Figure 1 shows the concept names derived from the cluster view. Then, color coding is used to see a list of concepts that stand out from each cluster.

The aim is to identify as many themes as possible that are often discussed in halal tourism studies and allow them to be used in future studies. Referring to figure 1 shows that there are 13 (thirteen) colors and 13 (thirteen) clusters.

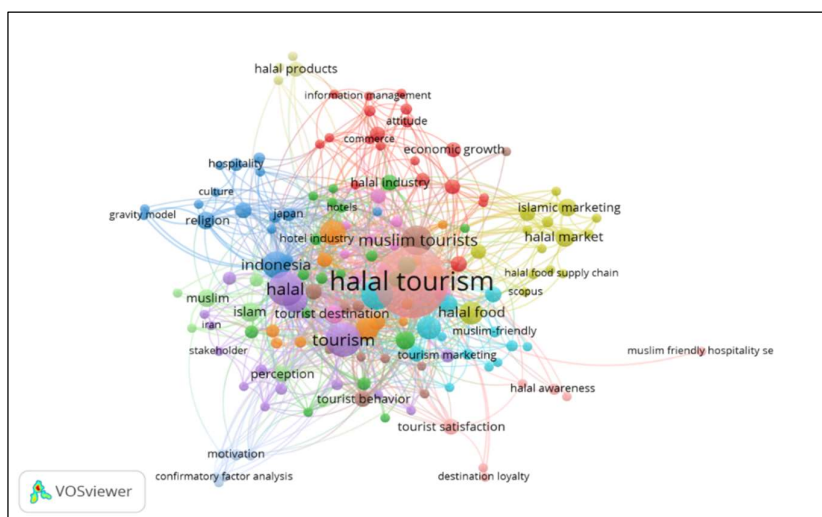


Figure 1. Relation of themes in Halal Tourism

Identification in the form of mapping in Figure 1 can help researchers, especially those who are just starting their research. When the researcher finds a topic of interest in that area, he or she will find it and be able to read articles related to that topic with the support of this study.

In cluster 1, the related concepts are Attitude; Behavior Intention, Behavioral Intention; Commerce; competition; Competitive Advantage; Destination Image; Economic Growth; Ethnicity; Halal Hotels; Halal Tourism Marketing; Information Management; Innovations; Intentions; Muslim Tourists; Perceived Behavioral Control; Singapore; Sustainable Development; Tourism Industry. Examples of concepts related to Halal Tourism Marketing can be found in the article (Mohd Saiful Anwar Mohd Nawawi et al., 2020); (Mohd Saiful Anwar Mohd Nawawi et al., 2020); (Mohd Saiful Anwar Mohd Nawawi et al., 2020).

In cluster 2, the theme is Halal Experience, and the related concepts are Brand Loyalty; Customer Satisfaction; Food Industries; Halal Experience; Halal Hotels; Halal Industry; Hotel Industry; Hotels; Image; Islamic Hotels; Islamic Values; Loyalties; modeling; Perceived Value; Regression Analysis; Religious Tourism; Revisit Intention; Sharia Hotels; Sharia-Compliant Hotel.

As an example, when researchers search for literature related to the concept of Islamic Hospitality in cluster 3, the research that can be used as a reference is from (Erose Sthapit et al., 2023); (Ahmed M. Adel et al., 2020); (Hanafiah, 2022); (Pamukcu & Sariisik, 2021).

Table 1 Themes clustering in Halal Tourism

Cluster	Concept Name	Total
Cluster 1	Attitude; Behavior Intention; Behavioral Intention; Commerce; Competition; Competitive Advantage; Destination Image; Economic Growth; Ethnicity; Halal Hotels; Halal Tourism Marketing; Information Management; Innovation; Intention; Muslim Tourist; Perceived Behavioral Control; Singapore; Sustainable Development; Tourism Industry	19
Cluster 2	Brand Loyalty; Customer Satisfaction; Food Industries; Halal Experience; Halal Hotel; Halal Industry; Hotel Industry; Hotels; Image; Islamic Hotel; Islamic Value; Loyalty; Modeling; Perceived Value; Regression Analysis; Religious Tourism; Revisit Intention; Sharia Hotel; Shariah-Compliant Hotel	19
Cluster 3	Culinary Tourism; Culture; Food Tourism; Gravity Model; Hospitality; Hotel; Indonesia; Japan; Marketing; Minority Group; Muslims; Pilgrimage; Religion; Sentiment Analysis; Shariah; Tourist Arrivals	16
Cluster 4	Antalya; Bibliometric Analysis; Content Analysis; Halal Food; Halal Food Supply Chain; Halal Market; Islamic Hospitality; Islamic Market Segmentation; Islamic	15

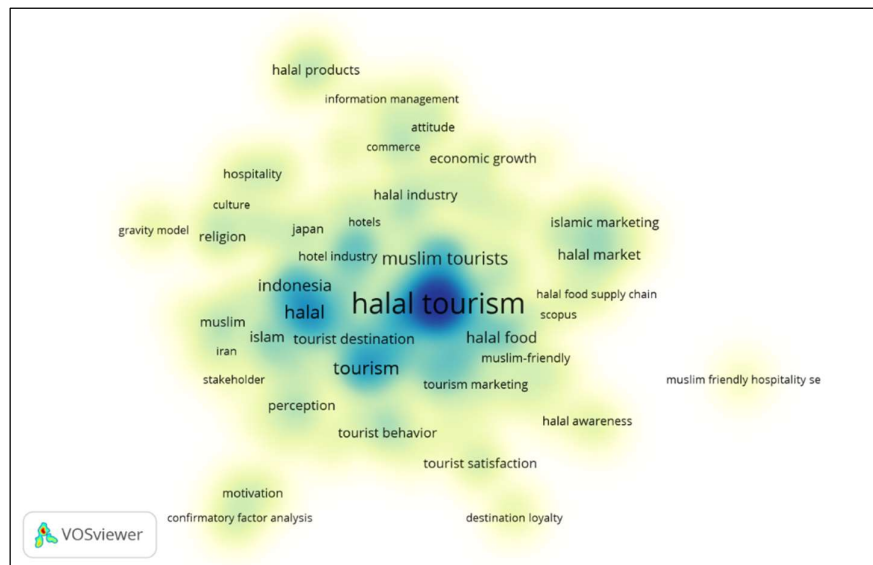


Figure 3. The Dominant themes in Halal Tourism

3) The Category of Halal Tourism Study Themes?

Based on analysis with NVivo 12 plus sourced from 264 Scopus indexed articles, the Halal Tourism study includes 13 clusters and there are 13 main topics namely Muslim-Friendly Tourism, Islamic Destination, Halal Experience, Halal Destination, Islamic Hospitality, Islamic Tourism, Islamic Destination, Travel Behavior, Halal Awareness, Halal Tourism Marketing, Halal Lifestyle, Muslim Perception, Food Tourism (Figure 4) and (Table 2).

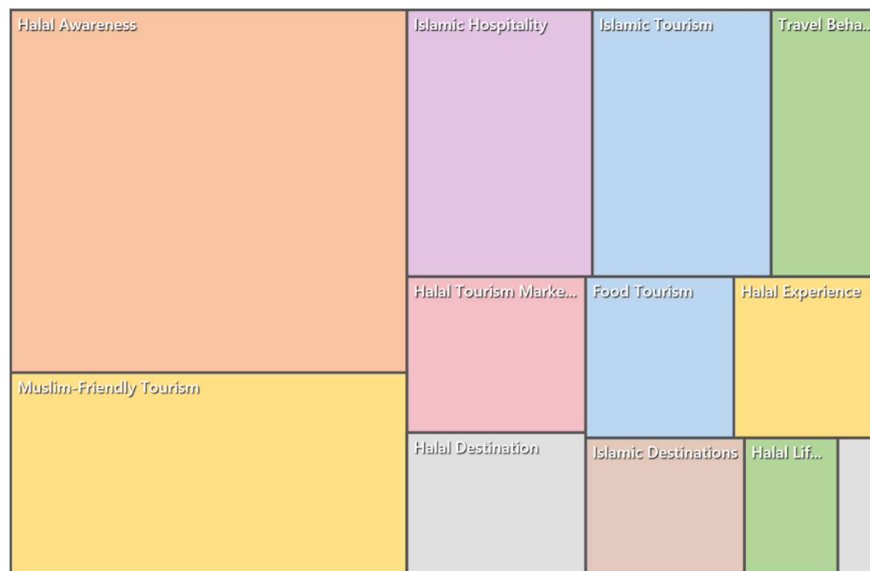


Figure 4. The categorization of Halal Tourism

The topic of Islamic Hospitality research in cluster 4 mostly discusses 15 (fifteen) themes, namely Antalya; Bibliometric Analysis; Content Analysis; Halal Food; Halal Food Supply Chain; Halal Market; Islamic Hospitality; Islamic Market Segmentation; Islamic Marketing; Muslim Travelers; Muslim-Minority Country; Perceived Risk; Scopus; Systematic Review; Vosviewer (MS A Mohd Nawawi et al., 2020); (E Sthapit et al., 2022); (Ahmed M. Adel et al., 2020); (Sulaiman et al., 2022)

The topic of Travel Behavior Research in cluster 5 discusses a lot about 15 (fifteen) themes, namely Halal; hedonism; Iran; Least Squares Method; Non-Muslim Tourists; Place Attachments; Questionnaire Survey; Satisfaction; Stakeholders; Sustainability; tourism; Tourism Marketing; Travel Behavior; West Sumatra; Word of Mouth (Mohd Nawawi et al., 2020); (Baig & Ali, 2020); (Junaidi, 2020)

The topic of Islamic Tourism Research in cluster 6 mainly discusses 13 (thirteen) themes, namely Halal Certification; Halal Holidays; Hospitality Industry; Islamic Tourism; Knowledge; Muslim Travelers; Muslim Travelers; Muslim-Friendly; religiosity; Sharia Tourism; Sharia Compliant; Systematic Literature Review; Theory of Planned Behavior (Hassan et al., 2018); (Rasul, 2019); (Rodrigo & Turnbull, 2019)

The Islamic Destination Research Topic in cluster 7 mostly discusses 12 (twelve) themes, namely the Analytical Hierarchy Process; Destination Marketing; Heritage Tourism; engagements; Islamic Attributes; Islamic Destinations; Islamism; Malaysia; Medical Tourism; Muslim Friendly; Service Quality; Trusts (Boediman, 2017); (Nik Ramli Nik Abdul Rashid et al., 2021); (Yousaf, 2023)

Table 2. The Summary of Word Frequency Queries of Halal Tourism

Word	Length	Count	Weighted Percentage (%)
Tourism	7	17620	002
Islamic	7	4136	000
Tourists	8	3616	000
Destination	11	3543	000
Hospitality	11	3038	000
Management	10	2991	000
Malaysia	8	2825	000
Services	8	2572	000
Development	11	2550	000
International	13	2351	000
Industry	8	2295	000
Satisfaction	12	2183	000
Marketing	9	2144	000
Religious	9	1868	000
Quality	7	1861	000
Business	8	1732	000
Information	11	1712	000
Products	8	1630	000
Intention	9	1545	000
Indonesia	9	1529	000
Countries	9	1496	000
Important	9	1455	000
Experience	10	1438	000
Destinations	12	1423	000
Cultural	8	1334	000
Facilities	10	1297	000
Customer	8	1294	000
Friendly	8	1226	000
Muslims	7	1226	000

4) The Relationship Between the Topics of Halal Tourism Studies?

The results of 264 articles review using Nvivo 12 plus revealed that there is a strong relationship between the topics of Muslim-Friendly Tourism, Islamic Destination, Halal Experience, Halal Destination, Islamic Hospitality, Islamic Tourism, Travel Behavior, Halal Awareness, Halal Tourism Marketing, Halal Lifestyle , Muslim Perception, Food Tourism, Leisure Industry (Table 3).

Table 3 Relation of Halal Tourism

Code A	Code B	Pearson Correlation Coefficient
Halal Tourism	Muslim-Friendly Tourism	0.961246
Halal Tourism	Islamic Destination	0.935616
Halal Tourism	Halal Experience	0.931357
Halal Tourism	Halal Destination	0.927080
Halal Tourism	Islamic Hospitality	0.926265
Halal Tourism	Islamic Tourism	0.923737
Halal Tourism	Travel Behavior	0.921795
Halal Tourism	Halal Awareness	0.919179
Halal Tourism	Halal Tourism Marketing	0.917488
Halal Tourism	Halal Lifestyle	0.888356
Halal Tourism	Muslim Perception	0.71749
Halal Tourism	Food Tourism	0.623896
Halal Tourism	Leisure Industry	0.549517

Even though this relationship has a different correlation coefficient (*Pearson correlation coefficient*), the link between Halal Tourism and the thirteen study topics confirms that this study cannot be separated from the topics of Muslim-Friendly Tourism, Islamic Destination, Halal Experience, Halal Destination, Islamic Hospitality, Islamic Tourism, Travel Behavior, Halal Awareness, Halal Tourism Marketing, Halal Lifestyle, Muslim Perception, Food Tourism, Leisure Industry (Figure 5).

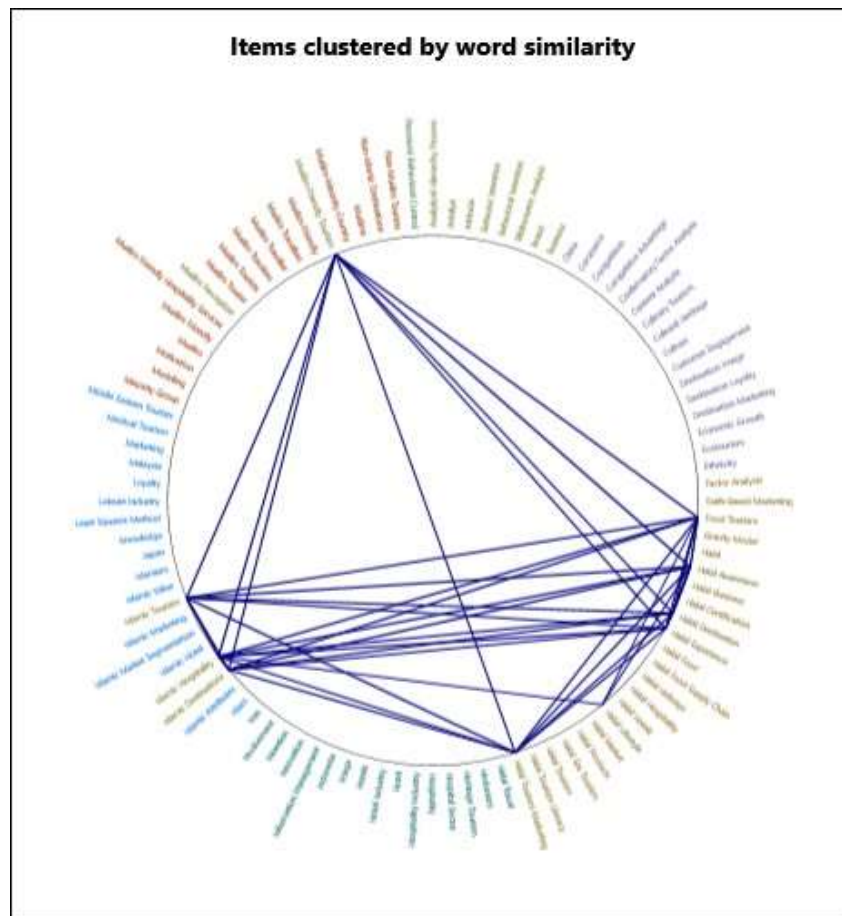


Figure 5 Relation of Halal Tourism Topic

The topic of Muslim-Friendly Tourism discusses a lot about 11 (eleven) themes namely China; Customer Engagement; Faith-Based Marketing; Halal Tourism Literacy; Hospital Sector; Muslim Tourists; Muslim-Friendly Tourism; Non-Islamic Destinations; Tourism Development; Tourism

Market; Tourist Behavior (Rasul, 2019); (Hanafiah et al., 2021); (Harahsheh et al., 2020)
 Halal Destination topic mainly discusses 10 (ten) themes, namely Business; Cultural Heritage; Ecotourism; Halal Business; Halal Destinations; Halal Hospitality; Thailand; Tourism Economics; Tourism Management; Tourist Destinations (Widjaja et al., 2020); (Vargas-Sanchez et al., 2020); (Yusuf et al., 2021)

Halal Awareness topic discusses 8 (eight) themes, namely Destination Loyalty; Halal Awareness; Halal Tourism; Halal Travel; Muslim Friendly Hospitality Services; Tourist Experiences; Tourist Satisfaction; Visit Intention (Maghrifani, 2018); (Suhartanto et al., 2021); (Effendi et al., 2021)

The topic of Muslim Perception discusses 7 (seven) themes, namely Islam; Muslim; Perception; SME's; South Korea; Tourist; Türkiye (Pamukcu & Sariisik, 2021); (Hanafiah, 2022); (Sulaiman et al., 2022)

This Leisure Industry topic discusses 6 (six) themes, namely Confirmatory Factor Analysis; Factor Analysis; Halal Sex Tourism; Leisure Industry; Middle Eastern Tourists; motivation (Mohsin & Ryan, 2018); (Suhud & Willson, 2016); (Smith & Hindley, 2017)

This Halal Lifestyle topic discusses 4 (four) themes, namely Brand; Halal Lifestyle; Halal Products; Purchase Intentions (Othman et al., 2021); (Nirwandar, 2018); (Elaziz & Kurt, 2017)

5) Mapping of the Theme of Halal Tourism Studies

A review of 264 articles using the matrix framework and NVivo 12 plus features and the project map feature shows that in general studies on the Halal Tourism theme are interrelated for 13 main topics.

Figure 6 below explains that the Halal Tourism research theme has very broad, complex and interrelated dimensions. Figure 6 shows the Halal Tourism Model which is formulated based on the connectedness of the Halal Tourism field of study, consisting of input, process and output.

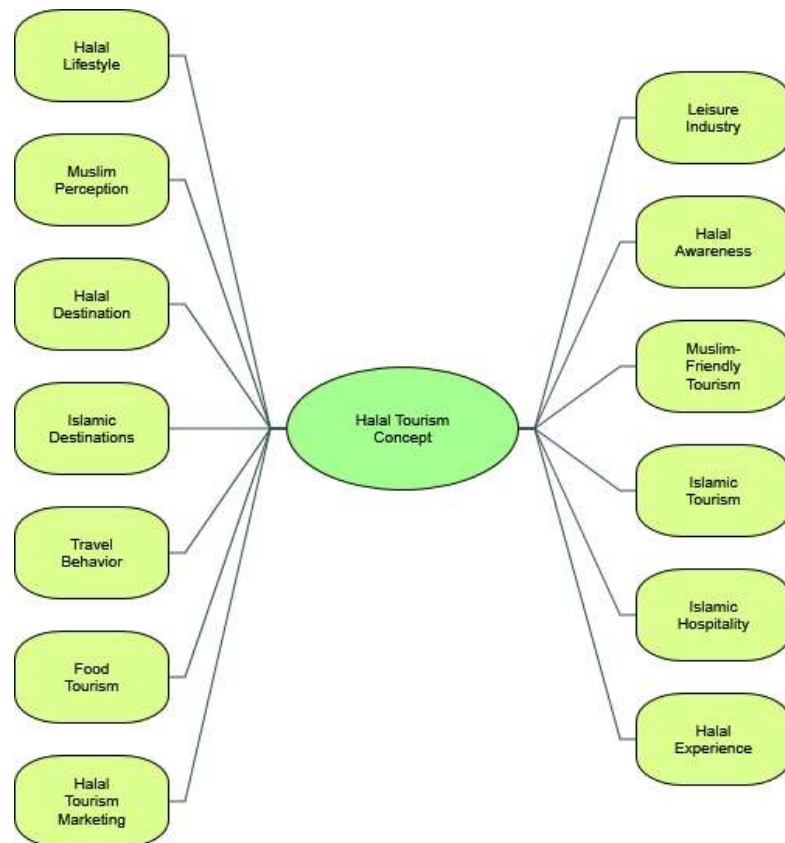


Figure 6. Halal Tourism Model

Conclusion

This study deliberates Halal Tourism Studies which includes 13 clusters namely Halal Tourism Marketing, Halal Experience, Food Tourism, Islamic Hospitality, Travel Behavior, Islamic Tourism, Islamic Destinations, Muslim-Friendly Tourism, Halal Destination, Halal Awareness, Muslim Perception, Leisure Industry, Halal Lifestyle.

Further, it can be seen that there are 155 concepts from 264 articles obtained from the Scopus database. The results of observations with VOS viewer show that there are 19 concepts of Halal Tourism Marketing, 19 concepts of Halal Experience, 16 concepts of Food Tourism, 15 concepts of Islamic Hospitality, 15 concepts of Travel Behavior, 13 concepts of Islamic Tourism, 12 concepts of Islamic Destinations, 11 concepts of Muslim-Friendly Tourism, 10 concepts of Halal Destination, 8 concepts of Halal Awareness, 7 concepts of Muslim Perception, 6 concepts of Leisure Industry, and 4 concepts of Halal Lifestyle.

The limitation of this research is to only review articles sourced from the Scopus database. Therefore, it does not have comparable data. Thus, further research needs to use a comparative analysis approach involving the Scopus database and the Web of Sciences (WoS).

Author's Contribution

Author 1 : Sri Budi Cantika Yuli : analysis tools; perform analysis; Writing paper

Author 2 : Nurfahmiyati : Creating and designing analyses; Collecting data

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Reference

- Ahmed, M. J., & AKBABA, A. (2018). The Potential of Halal Tourism in Ethiopia: Opportunities, Challenges and Prospects. *International Journal of Contemporary Tourism Research*, June, 13–22. <https://doi.org/10.30625/ijctr.397499>
- Baig, M. A., & Ali, S. N. (2020). The Expanding Scope and Scale of Halal market. *Journal of King Abdulaziz University, Islamic Economics*, 33(2), 159–172. <https://doi.org/10.4197/Islec.33-2.12>
- Battour, M., Salaheldeen, M., & Mady, K. (2022). Halal tourism: exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>
- Biancone, P. Pietro, Secinaro, S., Radwan, M., & Kamal, M. (2019). Halal Tourism: An Opportunity for The Global Tourism Industry. *Tourism Analysis*, 24, 395–404. <https://doi.org/https://doi.org/10.3727/108354219X15511865533112>
- Boediman, E. P. (2017). Halal lifestyle in marketing communication of tourism and hospitality. *International Journal of Economic Research*, 14(4), 429–438.
- Denyer, D., & Tranfield, D. (2009). Producing a Systematic Review. In *The SAGE Handbook of Organizational Research Methods* (pp. 671–689).
- Effendi, D., Rosadi, A., & Prasetyo, Y. (2021). International Journal of Religious Tourism and Pilgrimage Preparing Halal Tourism Regulations in Indonesia Preparing Halal Tourism Regulations in Indonesia. *International Journal of Religious Tourism and Pilgrimage*, 9(1), 58–69.
- El-Gohary, H. (2016). Halal tourism, is it really Halal? *Tourism Management Perspectives*, 19, 124–130. <https://doi.org/10.1016/j.tmp.2015.12.013>
- Elaziz, M. F., & Kurt, A. (2017). Religiosity, consumerism and hala! tourism: A study of seaside tourism organizations in Turkey. *Tourism*, 65(1), 115–128. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85019490490&partnerID=40&md5=a11d723fec85ac51faa026d6a35daca6>

- Hanafiah, M. H. (2022). Exploring Turkish tourists' motivation and perception toward Muslim-friendly tourist destinations. *Contemporary Muslim Travel Cultures: Practices, Complexities and Emerging Issues*, June, 80–92. <https://doi.org/10.4324/9781003036296-7>
- Hanafiah, M. H., Ambok Maek, A. A. A., & Mohd Zahari, M. S. (2021). Muslim tourist behaviour and intention to revisit non-muslim countries: The role of muslim-friendly tourism (MFT) attributes. *International Journal of Religious Tourism and Pilgrimage*, 9(1), 165–177.
- Harahsheh, S., Haddad, R., & Alshorman, M. (2020). Implications of marketing Jordan as a Halal tourism destination. *Journal of Islamic Marketing*, 11(1), 97–116. <https://doi.org/10.1108/JIMA-02-2018-0036>
- Hassan, M. G., Razalli, M. R., & Musa, U. F. (2018). A review of the challenges and prospects for Islamic tourism policies in Malaysia. *Journal of Social Sciences Research*, 2018(Special Issue 6), 59–63. <https://doi.org/10.32861/jssr.spi6.59.63>
- Jaelani, A. (2017). Halal Tourism Industry in Indonesia: Potential and Prospects. *SSRN Electronic Journal*, January 2017. <https://doi.org/10.2139/ssrn.2899864>
- Junaidi, J. (2020). Halal-friendly tourism and factors influencing halal tourism. *Management Science Letters*, 10(8), 1755–1762. <https://doi.org/10.5267/j.msl.2020.1.004>
- Maghrifani, D. (2018). Emerging sharia hotel in Indonesia: Understanding the tourists' motivation and values. *International Journal of Business and Society*, 19, 661–675. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85059179216&partnerID=40&md5=7fa3629c3fc95da88d0994c36ac120fc>
- Mohd Nawawi, M. S. A., Abu-Hussin, M. F., Faid, M. S., Pauzi, N., Man, S., & Mohd Sabri, N. (2020). The emergence of halal food industry in non-Muslim countries: a case study of Thailand. *Journal of Islamic Marketing*, 11(4), 917–931. <https://doi.org/10.1108/JIMA-05-2018-0082>
- Mohsin, A., & Ryan, C. (2018). Halal tourism: A growing market on a global stage. In *Routledge Handbook on Tourism in the Middle East and North Africa* (pp. 309–318). Taylor and Francis. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85079584219&partnerID=40&md5=1e2ac405f44c92803c0b510bb99654f4>
- Nadira, R. roro azka. (2020). *Potensi Industri Halal di Indonesia*. <https://www.ibec-febui.com/potensi-industri-halal-di-indonesia/>
- Nik Ramli Nik Abdul Rashid, Chutima Wangbenmad, & Kamarul Ariffin Mansor. (2021). Halal Tourism: Lessons for Destination Managers of Non-Muslim Majority Countries. *International Journal of Business and Society*, 21(1), 473–490. <https://doi.org/10.33736/ijbs.3264.2020>
- Nirwandar, S. (2018). Halal lifestyle industry, high growth and attractive investment in Indonesia. *Malaysian Journal of Consumer and Family Economics*, 22(Special Issue 2), 144–152. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85074761335&partnerID=40&md5=75c93e2f1f2bc2eb73ea830f6a730d5e>
- Othman, R., Mohd Noor, N. F., Mohd Din, S. A., Ahmad, N., Has-Yun Hashim, K. S., Mahamod, L. H., Fadzillah, N. A., & Osman, S. (2021). Assessment of Day Spa Premises Spatial Organisation, Components, and Services Towards Muslim-friendly Elements. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 10(3), 137–161. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85125850654&partnerID=40&md5=66ad734609754a8d0febfc6562ff1e2c>
- Pamukcu, H., & Sariisik, M. (2021). Suggestions for standardization of halal tourism in hospitality industry. *Journal of Islamic Marketing*, 12(2), 389–407. <https://doi.org/10.1108/JIMA-04-2019-0078>
- Rasul, T. (2019). The trends, opportunities and challenges of halal tourism: a systematic literature review. *Tourism Recreation Research*, 44(4), 434–450. <https://doi.org/10.1080/02508281.2019.1599532>

- Rodrigo, P., & Turnbull, S. (2019). Halal holidays: How is value perceived by Muslim tourists? *International Journal of Tourism Research*, 21(5), 675–692. <https://doi.org/10.1002/jtr.2290>
- Smith, M. K., & Hindley, C. (2017). Halal tourism: Definitions and developments. In *Tourism in the Arab World: An Industry Perspective* (pp. 118–130). Channel View Publications.
<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85050443816&partnerID=40&md5=0eadc8acc0933a8225b975cc0140c55b>
- Suhartanto, D., Dean, D., Wibisono, N., Astor, Y., Muflih, M., Kartikasari, A., Sutrisno, R., & Hardiyanto, N. (2021). Tourist experience in Halal tourism: what leads to loyalty? *Current Issues in Tourism*, 24(14), 1976–1990. <https://doi.org/10.1080/13683500.2020.1813092>
- Suhud, U., & Willson, G. (2016). The impact of attitude, subjective norm, and motivation on the intention of young female hosts to marry with a Middle Eastern tourist: A projective technique relating to Halal sex tourism in Indonesia. In R. S.M., H. M.H.M., S. N., M. Z., S. D., S. K., & P. P. (Eds.), *Heritage, Culture and Society: Research agenda and best practices in the hospitality and tourism industry - Proceedings of the 3rd International Hospitality and Tourism Conference, IHTC 2016 and 2nd International Seminar on Tourism, ISOT 2016* (pp. 237–242). CRC Press/Balkema. <https://doi.org/10.1201/9781315386980-42>
- Sulaiman, Z. A., Iranmanesh, M., Foroughi, B., & Rosly, O. (2022). The impacts of Shariah-compliant hotel attributes on Muslim travellers revisit intention: religiosity as a moderator. *Journal of Islamic Marketing*, 13(10), 2108–2125. <https://doi.org/10.1108/JIMA-06-2020-0179>
- Vargas-Sanchez, A., Hariani, D., & Wijayanti, A. (2020). Perceptions of halal tourism in Indonesia: Mental constructs and level of support. *International Journal of Religious Tourism and Pilgrimage*, 8(4), 37–49.
- Vargas-Sánchez, A., & Moral-Moral, M. (2020). Halal tourism: literature review and experts' view. *Journal of Islamic Marketing*, 11(3), 549–569. <https://doi.org/10.1108/JIMA-04-2017-0039>
- Widjaja, Y. I., Khalifa, G. S. A., & Abuelhassan, A. E. (2020). The effect of Islamic attributes and destination affective image on the reputation of the Halal tourism destination of Jakarta. *Journal of Environmental Management and Tourism*, 11(2), 299–313.
[https://doi.org/10.14505/jemt.v11.2\(42\).08](https://doi.org/10.14505/jemt.v11.2(42).08)
- Yousaf, S. (2023). Understanding Halal leisure: a preliminary view. *Leisure Studies*, 42(2), 314–323. <https://doi.org/10.1080/02614367.2022.2115110>
- Yusuf, M. Y., Innayatillah, Isnaliana, & Maulana, H. (2021). The Determinants of Tourists' Intention to Visit Halal Tourism Destinations in Aceh Province. *Samarah*, 5(2), 892–912.
<https://doi.org/10.22373/sjkh.v5i2.9270>