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Halal Tourism: A Systematic Literature Review

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Article History

Abstract

Purpose: This study aims to analyze the article has been the most influential; underlying references that influenced; and the main subjects and issues related to halal tourism.

Design/Methodology/Approach: The Systematic Literature Review (SLR) method is used in collecting and analyzing a set of articles that are considered to be related to the topic of the study. While for data analysis, bibliometrics, Scopus analyzer and VOSviewer are used. The keywords 'Halal Tourism' and 'Islamic Tourism' using this study. A total of 64 selected articles were obtained during the search and filtering process.

Findings: The findings of the study reviewed from the development of research trends show that research on the halal tourism or Islamic tourism between 2001 and 2020 tends to be volatile. There is 1 type of journal from a total of 35 journals, namely Journal of Islamic Marketing that produces the highest number of articles among other journals. Hamira Zamani-Farhani's research became more widely cited research in halal tourism research. Mohamed Buttor is a productive writer who influences halal tourism research. The main topics and trends in the discussion of halal tourism are divided into third topics. Firstly, 45% of them are related to tourism concept. Secondly, 16% discuss tourism industry. Third, 55% concern tourism management.

Originality: The study uses systematic literature review method which data analysis with bibliometrics, Scopus analyzer and VOSviewer. The object of study is research article with high quality that discuss about halal tourism.

Research limitations: The limitation of this study is the data take between 2001 and 2020 from the high-quality article and total article 64 used.

Practical implications: Scholar can be used this article to understanding the maps and research gap about halal tourism.

Social implications –Publics can understand that halal tourism is interesting to apply in various regions.

Paper Type: Research Article or General Review

Keywords: Halal Tourism, Bibliometrics, Systematic Literature Review

INTRODUCTION

Tourism sector is one of the pillars of economy in every country. World Tourism Organization (WTO) defines "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (Goeldner & Ritchie, 2012). Domestic and foreign tourists who spend the night on a tour can enjoy tourism activities and facilities at this tourist destination (Md.Jahi, 2009).

According to 2018 data, there were 1.4 billion tourist arrivals, 1.7 trillion international tourism exports, 57% of all international tourist arrivals traveled by plane, and 55% traveled for leisure and recreation (UNWTO, 2019). However, there is still abuse in tourism activities, such as drug trafficking and the consumption of alcoholic beverages, which is contrary to shariah (Hidayat, 2017). As a response to this issue, halal tourism, also known as Islamic tourism grown in the last decade targeted among Muslims (Bhuiyan et al., 2011). This is evidenced by the tourist projections from the Global Muslim Travel Index (GMTI), an institution that indexes the most comprehensive halal tourism activities measuring quality and quantity in various countries.

Figure1. Muslim tourism visits Indonesia
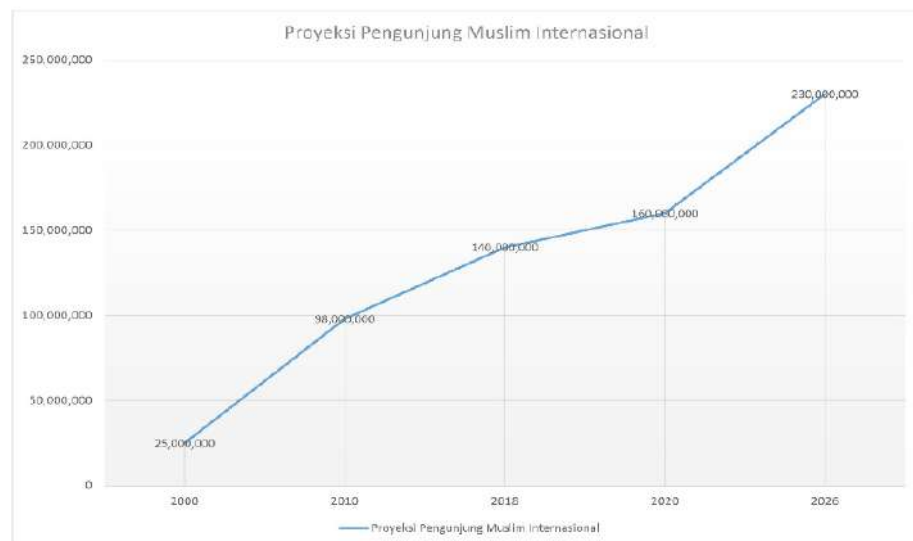
Mastercard-Crescent Global Muslim Travel Index Rating 2019 reported that in 2018 there were an estimated 140 million international Muslim tourists, with a projection to reach 260 million tourists in 2026. It is also predicted that Muslim tourists will spend 180 trillion USD in 2026 on travel bookings through the online system (GMTI, 2019).

Based on such a potential number of tourists, discussion in Halal tourism, especially regarding the main issues in Halal tourism has become a good topic for research. The term "Halal tourism and Islamic tourism" was introduced to the public for the first time in 2000 in meeting of the Organization of Islamic Cooperation (OIC). Halal tourism was introduced as an alternative to meet the demand for a tour based on a lifestyle that suits the needs of Muslim traveler (Kamarudin & Ismail, 2012).

The development of halal tourism services and its marketing must be guided by Islamic law which includes aspects of tourism activities. This study discusses the fundamental issue of the obligation of Muslims to follow Islamic teachings in all aspects of life including traveling in particular. Such an issue can be raised as the topic of analysis in term of tourism concept.

Among the existing literatures of halal tourism, the number of studies that employs the Systematic Literature Review method is limited and an in-depth study on the topic of Halal tourism is also lacking, especially in the last 2 decades. Therefore, a further study of Islamic Tourism or Halal Tourism using the Systematic Literature Review method is needed. The study is aimed to reveal the situation through bibliometric analysis of halal tourism (Yagmur et al., 2019). The method used in this study is literature study (Library Research) which collects a number of books, magazines and leaflets related to the problem and research objectives and considered them data to be processed and analyzed. This research was conducted using a systematic literature review (Systematic Literature Review) for data analysis.

Halal Tourism

The terminology of religion-based tourism has debate among academics, with the most commonly-used terms are "halal tourism and Islamic tourism" (Battour & Ismail, 2016). According to Jafari and Scott, Islamic tourism and halal tourism are the same thing, and he defines Islamic tourism as "The encouragement of tourists likely to meet the requirements of Sharia law" (Jafari & Scott, 2014). Carboni et al., define Islamic tourism "as tourism in accordance with Islam, involving people of the Muslim faith who are interested in keeping with their personal religious habits whilst travelling" (Carboni et al., 2014). The definition considers Islamic law, target tourists (Muslims), and activity location, but it ignores the aspect of facilities and food. In addition to the above definition, Zamani-Farhani and Henderson equate the concept of Islamic

tourism and halal tourism, defining Islamic tourism as tourism for Muslims and in Muslim countries (Zamani-Farahani & Henderson, 2010).

According to World Travel Market, 2007 halal tourism is a type of religious tourism that considers behavior, clothing, food, and places that are in accordance with Islamic culture. According to Battour and Ismail, halal tourism is "any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourismindustry" (Battour & Ismail, 2016). This definition implies that tourism that provides sharia-compliant products and services to Muslim and non-Muslim tourists, such as halal hotels, halal food, halal restaurants, and halal travel, is not limited to religious tourism.

Based on the Fatwa of the DSN MUI Number 108/DSN-MUI/X/2016 concerning Guidelines for the Implementation of tourism based on Sharia principles or in the definition of halal tourism, it is a trip undertaken by an individual or group of people with the aim of recreation, self-development, and learning the attractiveness of an appropriate tour whereby the activities within does not violate Sharia principles(DSN-MUI, 2016).

The definition of halal tourism according to the Regional Regulation (Perda) of West Nusa Tenggara Province number 2 of 2016 concerning Halal Tourism is tourism visit activities with tourism destinations and industries that provide product facilities, services, and tourism management that meet Sharia. With a view to providing security and convenience services to tourists so that they can enjoy a safe, halal visit and make it easier for tourist activities. The purpose of regulating halal tourism is as a guide in managing halal tourism for tourists (Perda NTB No. 2 Th 2016).

To sum up, Islamic tourism and halal tourism differ in that Islamic tourism is tourism with religious purposes of worship such as hajj, umrah, and pilgrimage of guardians, whereas halal tourism is more general and includes worship facilities, services, and halal products as mentioned by Battour & Ismail.

METHODOLOGY

Systematic Literature Review (SLR)

Systematic Literature Review is a term used to refer to a particular research methodology or research, carried out to collect and evaluate related research on a particular topic of the focus (Biolchini, 2005). The other explanation from the researcher about Systematic Literature Review in his research is as follows:

a. Systematic Literature Review is a way to define and interpret all available researches with a particular research question, or topic area, or phenomenon of interest (Kitchenham & Charters, 2007).

b. Systematic Literature Review is an evidence-based approach to find

studies that are relevant to several research questions that have been determined by selection, assessment, and synthesis of findings to answer research questions (Gu & Lago, 2009).

c. Systematic Literature Review is a research technique used for analyzing state-of-the-art in a particular field of knowledge by formally defining the problem questions, sources of information, search strings, inclusion and exclusion criteria of the papers found in the search, quantitative analysis to be carried out (if necessary), and templates for finding the information gathered from the research (Nicolás & Toval, 2009).

Systematic Literature Review research is carried out for various purposes including being used to identify, review, evaluate and interpret all available research on topics of interesting phenomena with certain relevant research questions (Kitchenhams & Charters, 2007). The Systematic Literature Review method has advantages and disadvantages like other methods in general. The advantages and disadvantages of the Systematic Literature Review method are as follow:
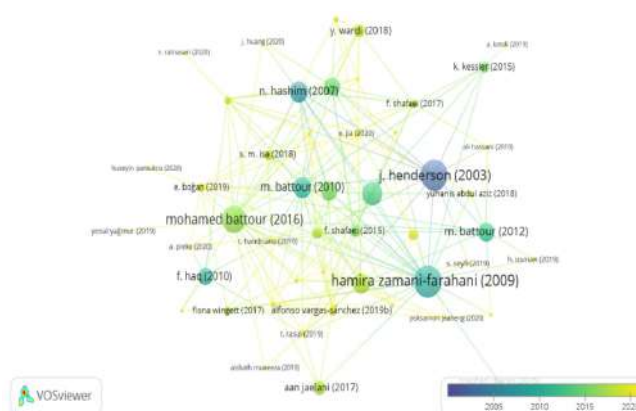
a. This methodology allows the results to be well defined and avoid bias, but allows for publication bias in the baseline study.

b. It provides information about the effects of several phenomena across various empirical methods. If the research uses quantitative studies, it is possible to combine data using meta-analysis. So that it can detect the real effects caused (Kitchenham & Charters, 2007).

While the drawback of this method is that it requires more effort in the literature review. As for the other, it can miss some important studies that can affect the conclusions.

RESULTS AND DISCUSSION

The literature that became the most influential study of halal tourism (according to the number of citations).

Figure 2. Quotation Frequency

Source: VOSviewer

Figure 1. explains the frequency of citations obtained in accordance with the research objectives. This way the most influential study according to the number of citations can be found. The result shows that there are 4 literatures with the highest number of citations, namely Zamani-Farahani & Henderson (2010) "Islamic Tourism and Managing Tourism Development in Islamic Societies: The Cases of Iran and Saudi Arabia" with 228 citations in 2010; Henderson (2003)" with 214 citations in 2003; Battour & Ismail (2016) "Halal Tourism: Concepts, Practices, Challenges and Future" with 157 citations; (Eid, 2013) "Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An Empirical Study" with 117 citations in 2013.

Fundamental references influencing the identified studies (considering not only the main studies contained in the selected sample, but also their citations).

There is a need to find out the basic references that influenced the study by considering not only the main studies contained in the selected sample but also with their citations. Figure 1 shows the fundamental works that mostly influence the study in the sample. To facilitate identification, the researcher will review related journals.

To answer the references that affect the identified studies, the researcher uses a co-authorship analysis. This analysis is used to find relationships between various studies based on research documents. The results of this analysis are to reveal the direction of collaboration and identification of researchers. As well as helping, making a substantial contribution to scientific development (Sidiq, 2019).

Figure 3. Co-authorship analysis results

Source: VOSviewer

The results of the analysis above show that Mohamed Battour has collaborated in his research by being divided into 3 clusters according to the articles made by researchers, including Moustafa Battor, Muhammad Awais Bhatti, Mohd Nazari Ismail, Fatemeh Hakimian, Mehmet Sarıısık and Erhan Bohan. The researcher concludes in this second Research Question The basic references that influence this study are Mohamed Battour because of the research carried out by reviewing aspects of future opportunities in the development of halal tourism.

Innovation in the halal tourism sector is urgently needed to be more advanced, one of which is the presence of Muslim-friendly airlines. The challenge in this sector is how to serve non-Muslim tourists and satisfy the needs of tourists without going against the teachings of Islam. Another challenge is falling oil prices which are influenced by the political environment in the Middle East. Battour also wrote other articles concerning Islamic tourism (Battour et al., 2017). Islamic attributes about destinations (Battour et al., 2013) and how non-Muslims perceive halal tourism (Battour et al., 2018).

The main subjects and issues related to halal tourism in the scientific literature.

Figure 4. Results of Main Subjects and Issues Related to Halal Tourism
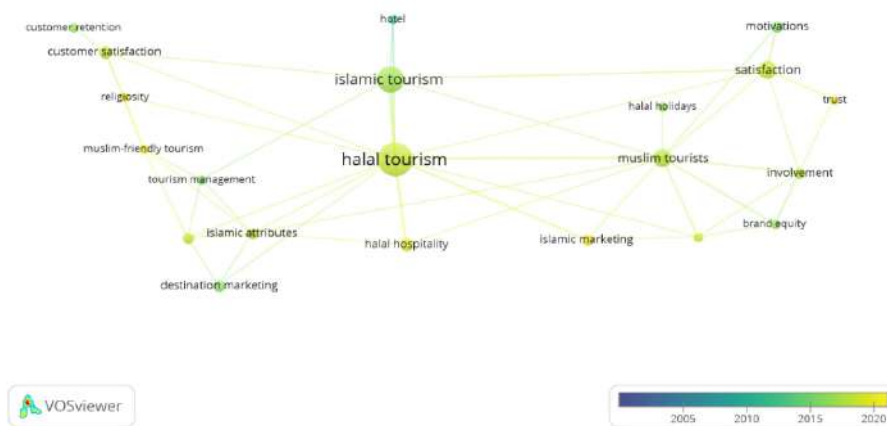
Source: VOSviewer – Network Visualization of the Occurrences of Keywords.

The use of Co-occurrence analysis above is used to reveal the topic statistically, simply counting paired data in the collection unit. In revealing the structure and development of the research field, several methods of word analysis can be applied based on the word matrix, which consists of factor analysis, cluster analysis, multivariate analysis, and social network analysis. The results of the Co-occurrence analysis are taken from the keywords of each article.

The main topics in this research are Islamic tourism and halal tourism. Several researchers define Islamic tourism and halal tourism such as (Battour et al., 2013, 2018; Battour & Ismail, 2016; Henderson, 2003, 2009; Zamani-Farahani & Henderson, 2010) there are differences of opinion between each other. Zamani stated that the concept of Islamic tourism and halal tourism is the same. Islamic tourism is only for Muslims and tourist sites are located in Muslim countries. However, there are opportunities to target non-Muslim tourists.

The concept that supports this article is the term Islamic tourism by Jafari and Scott as he defined that the tendency of tourists to travel is driven by the fulfilment of sharia legal requirements (Jafari & Scott, 2014). Likewise, Carboni stated that tourism is in line with Islamic teachings and involves Muslim tourists to maintain individual faith when traveling. Another opinion states that Islamic tourism is not limited to religious tourism but it extends to all forms of tourism except those that are contrary to Islamic values.

However, there are shortcomings in the products and services that exist in tourist destinations. Carboni recommended that Islamic tourism is not limited to religious purposes (Carboni et al., 2014). Battour states Islamic law (sharia) as the basis for delivering tourism products and services to target customers who are mostly Muslim, such as Halal hotels, Halal Resorts, Halal Restaurants, and Halal Travel (Battour & Ismail, 2016).

Figure. 5 Visualization of co-word
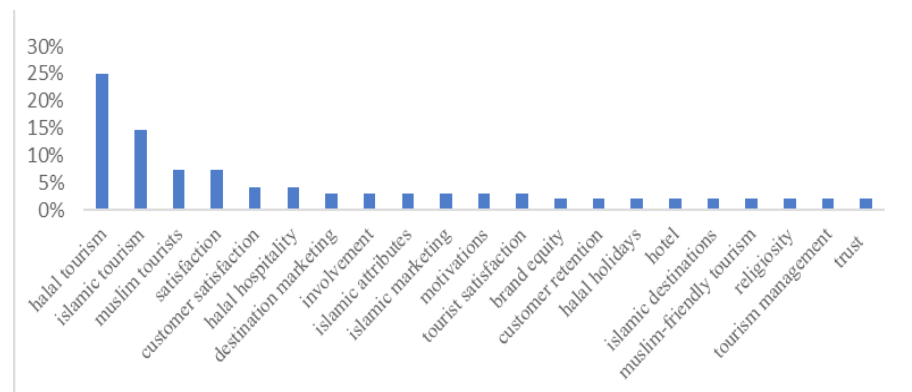
The term halal tourism has a weight of 24 events from 64 research articles and abstracts. Related terms used are Islamic tourism, Muslim-friendly tourism, halal holidays. The researcher also divided the results into four groups. The cluster is mainly about the concept of halal tourism, the halal industry, tourism management, and religious research. The results analyzed above are divided into several clusters according to the year of discussion. The subjects that appear most frequently in studies related to halal tourism are discussed as follows:

Ihtifaz: Journal of Islamic Economics, Finance, and Banking

Motivation, traveling activities start from the individual, an important aspect, namely motivation. The theory of motivation contained in this article uses push-pull motivational theory (PPMT). This theory supports the understanding that tourist travel behavior is two-ways, namely what drives and what attracts tourists to their destination (Battour et al., 2017). Another definition of travel motivation is a dynamic process of internal psychological factors (needs and wants) that produce a state of tension or imbalance in the individual (Han et al., 2019). Motivation arises when a tourist wants to fulfill his needs or desires, so motivation can be seen as a very important variable in relation to travel decisions and satisfaction (Preko et al., 2020). In the context of Islam, traveling and exploring the world is considered as Worship and Da'wah. Worship includes everything that Allah loves and accepts, both in words and actions (Hassani & Moghavvemi, 2019). The motivation of tourists to take halal tourism is a prerequisite for a pleasant tourist experience for Muslim tourists. Two important aspects in the motivation for halal-friendly travel or halal tourism are halal food and halal-friendly facilities (Han et al., 2019).

Trust, trust in this destination is defined as the trust and certainty obtained by tourists towards the provider of products or services in a tourism place as a relationship between the two parties (Al-Ansi & Han, 2019). Trust plays a major role in tourism activities to determine tourist satisfaction and loyalty to a destination (Jeaheng et al., 2020). The existence of trust helps to form a better image of the destination. Appropriate and effective indicators in achieving progress in halal tourism are performance of halal products and services because of its importance for Muslim tourists, to achieve the satisfaction and trust of Muslim tourists (Al-Ansi & Han, 2019). In the hospitality sector, service performance and hotel quality have a significant relationship to the intentions, satisfaction, and trust of Muslim tourists.

Satisfaction, the definition of satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived performance or product results in relation to his expectations (Handriana et al., 2019). Apar from that, the satisfaction obtained by the consumers causes the development of loyalty to the brand or product. In simple way, It is an important factor to grow loyalty to a destination (Eid, 2013). Another opinion states that tourist satisfaction can be divided into two types, namely transaction-specific satisfaction and overall satisfaction. Transaction-specific satisfaction relates to satisfaction with a particular context or dimension. Then, overall satisfaction refers to satisfaction with the overall service (Abror et al., 2019). Another statement also says that satisfaction refers to the company's overall service, and is categorized into two ways, namely context-specific and overall satisfaction (Peristiwo, 2020). Satisfaction in halal tourism can be influenced by several aspects in the form of physical and non-physical attributes. Halal tourism

attributes that are another aspect for tourist satisfaction are Islamic facilities, Halal, Islamic morals, and freedom from alcohol and gambling (Rashid et al., 2020).

Customer retention, a tourism destination has a purpose in doing business. The goals are in the form of customer retention, customer satisfaction, customer loyalty, and good and adequate customer service (Eid, 2013). Satisfaction and trust can be viewed from several aspects in halal tourist destinations. Attributes that support the emergence of satisfaction and trust are halal-friendly travel motivation with indicators of halal-friendly accommodation, halal food, halal-friendly facilities, halal-friendly service meetings, halal-friendly local residents and other tourists, halal certificate and freedom from alcohol and gambling (Fajriyati et al., 2020). According to the discussion of customer retention articles, another factor is customer loyalty, this loyalty is generated from strong customer satisfaction (Vargas-Sánchez & Moral-Moral, 2019). Loyalty has two perspectives, namely: behavioral loyalty and attitude loyalty, behavioral loyalty refers to the frequency of repeated purchases and attitudinal loyalty refers to the psychological commitment that consumers make in purchasing actions. Retention of consumers or customers is highly correlated with the results of tourist satisfaction when traveling (Eid, 2013).

Religiosity, one of the cultural forces that most influence humans, the meaning of religiosity is the idea of a way of life that is reflected in the values and attitudes of society and individuals (Aji et al., 2020). Religiosity can be divided into two dimensions, namely Islamic beliefs and practices. Islamic belief refers to personal beliefs about Islam. While the practice of Islam refers to the practice of Islamic worship in everyday life (Abror et al., 2019). Religiosity is an important cultural force and a major influence on behavior. Islamic belief refers to a Muslim's belief in Allah, the Prophet Muhammad and values based on the Qur'an and Hadith. The practice of Islam is related to the activities of Muslims in worship, such as praying on time, and reading the Qur'an (Hassani & Moghavvemi, 2019). Another understanding is that religiosity significantly moderates the satisfaction link of halal tourism. However, there is still little discussion discussing the direct effects of religiosity and Muslim-friendly tourism, so religiosity is also a precursor to Muslim-friendly tourism (Abror et al., 2020). When a Muslim tourist has better religiosity, he will have higher requirements for halal tourism because of his level of adherence to Islamic rules.

Muslim-friendly tourism, this term is used by researchers in the tourism industry and juxtaposed with other terms, namely halal tourism, Islamic tourism, halal travel, Islamic travel, sharia tourism and halal transportation (Fajriyati et al., 2020). Muslim friendly tourism relates to tourism that complies with Islamic law. The dimensions of Muslim tourism or halal tourism include Islamic facilities, halal food, halal culture

and free of alcohol or gambling (Wingett & Turnbull, 2017). First, Islamic facilities refer to worship facilities in tourism destinations, such as prayer rooms and Qibla directions for praying in hotel rooms. Second, halal issues are related to the availability of halal food, halal kitchens, and halal facilities in tourist accommodations. Third, Islamic culture or general morality refers to tourists' adherence to general Islamic values, such as the prohibition of prostitution at tourism sites. Lastly, gambling and alcohol prohibition means being free of alcohol and gambling in tourism locations (Jia & Chaozhi, 2020). In addition, halal tourism is also related to other factors such as religiosity and satisfaction.

Halal holidays, this term was first published by Malaysia as it is identified that there is potential in the holiday market sector. The term tends to be used to refer to a relaxing holiday designed with the needs of Muslims as a touchstone, but generally does not include pilgrimages, such as Hajj or Umrah (Wingett & Turnbull, 2017). However, the mention of halal holidays is also similar to halal tourism because there are differences in sector names. In some cases, halal holidays are described according to Sharia. There are differences in the terminology used between researchers. Halal holidays focus on aspects that are important for tourists, but are not limited to food, prices, Muslim-friendly atmosphere, separate facilities, provision of prayer rooms, and special services during Ramadan, Qibla direction, conservative television channels that are free from adult content, non-qibla-facing toilets and alcohol-free hotels (Wingett & Turnbull, 2017). The benefits of this tour are carried out for spiritual, social, health, and physical benefits. And with a view to having a spiritual goal of making Muslims aware of God's greatness, by observing historical signs and natural and man-made wonders, all of which are God's grace (Rodrigo & Turnbull, 2019).

Islamic tourism attributes, General attributes refer to attributes that are usually available in each destination, regardless of whether the destination is Muslim-friendly. Common attributes include friendliness and accessibility, food and location, natural scenery and activities, lodging, friendly service or quality, and outdoor activities (Fajriyati et al., 2020). Besides that, Muslim tourists also have special requirements that cannot be ignored by destination marketers, because they are related to the fulfillment of Islamic attributes that facilitate the needs of Muslim tourists when traveling (Fatemeh Shafaei & Mohamed, 2015). According to Battour, the attributes of Islam have both tangible and intangible aspects. Tangible aspects include the availability of prayer facilities (mosque or prayer room, Qur'an and Qibla, Muslim-friendly toilets) and halal food, while intangible attributes include Islamic entertainment, Islamic dress code, adherence to Islamic morals, and the Azan. In addition, Battour also found that there are 4 dimensions of Islamic attributes in destinations, namely worship facilities, halal, freedom of alcohol and gambling, and Islamic morality (Battour et al., 2013).

Brand equity, the concept of brand equity was first proposed by Aaker and Keller. The generally accepted definition of brand equity refers to the differential effect that brand knowledge has on consumers' responses to that brand's marketing (Shafaei, 2017). Brand equity refers to the additional utility or value added to a product by its brand name. In the study of tourism using 5 interrelated dimensions in brand equity, namely brand awareness, brand image, brand quality, brand value, and brand loyalty (Shafaei, 2017).

Islamic marketing, Islamic marketing focuses on the tourism sector in meeting the needs of Muslim customers who want to comply with Islamic law. Especially in improving the management of halal tourist destinations (Harahsheh et al., 2019). With the existence of halal tourism, it can contribute to the development of Islamic marketing concepts. The problem in halal tourist destinations is the challenge in branding Islamic products and services (Rahman et al., 2017). So, the optimization of Islamic attributes is firmly necessary with the existence of Islamic attributes in halal tourist destinations, tourists will be comfortable in doing activities safely. This section is the most important section of your article. The analysis or results of the research should be clear and concise. The results should summarize (scientific) findings rather than providing data in great detail. Please highlight differences between your results or findings and the previous publications by other researchers.

CONCLUSION

This study contributes to increasing understanding of halal tourism in three ways. First, the mapping of the literature on halal tourism with initial findings obtained by a number of 1804 articles. After selection based on the criteria of limitation and entry, 64 articles were obtained according to the research that was found to be very relevant to academics. However, in early 2000 there was still a lack of articles discussing halal tourism. In studying the subject of halal tourism, there has been a striking increase in the number of publications in recent years, especially from 2015. Hamira Zamani-Farahani with 228 quotes.

Second, the results of the reference that influenced the article, namely Mohamed Battour because of the research conducted by reviewing aspects of future opportunities in the development of halal tourism. Third, the articles show the main topics and trends in halal tourism. The literature focuses on halal tourism and Islamic tourism with various factors involved in the tourism destination environment. The discussion of this research is motivation, trust, satisfaction, customer retention, religiosity, Muslim friendly tourism, halal holidays, Islamic attributes, engagement, brand equity, and Islamic marketing.

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