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Halal Tourism Destination from Tourist Perspectives: A Review

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Abstract
Halal tourism has developed as a model for developing tourism destinations amid various existing development approaches. The difference is that halal tourism is formed through an image embedded in a tourism management area that seeks to accommodate the unique needs of Muslim tourists. This study utilizes metadata on Google Scholar and selects 11 papers in the Scopus database to formulate the results of previous studies focusing on halal tourist destinations from visitors' perspectives. From the results of this systematic study, a future research framework is offered where the sustainability of halal tourist destinations can be developed on the management of tourist satisfaction formed by product quality, institutional and social support, and image.

Keywords: halal tourism destination; halal tourist; literature review

INTRODUCTION

The halal industry has now become an essential part of the business paradigm, extending not only to perishable and non-perishable business models, including gastronomy, cosmetics, pharmaceuticals, financial services, and lately to the tourism industry (Aji, Muslichah, & Seftyono, 2020). Globally, the Muslim population is predicted to grow at about twice the number of non-Muslims in the next two decades. The average annual growth rate is 1.5% for the Muslim population and 0.7% for the non-Muslim population. If this trend continues, Muslims will contribute to 26.4% of the world's total population of 8.3 billion, projected by 2030 (Elfitra Desy Surya, Ginting, Rini, & Absah, 2018). This phenomenon seems to be a consideration for global industry players to consider the halal business model as an effort to expand the market among the world's Muslims.

On the demand side, Muslim travelers have been increasingly encouraged to enjoy social interactions and experiences in tourist destinations with conditions different from their home regions, including enjoying a different way of life but with the support of facilities to practice their religious principles (Muhammad Khalilur Rahman et al., 2022a; Zulvianti, 2022). As part of the "new tourist" terminology, Muslim travelers want an increasingly personalized, memorable, and unique experience. This fosters the motivation of this segment to travel further, with more lavish spending (Al-Hammadi, 2019). On the supply side, DMO's understanding of psychographic profiling encourages the development of thematic and accommodating destinations, including religion, focusing on development based on demographic and geographical considerations to satisfy

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visitors (M Rahman, 2020). DMO has been working to build branding as a halal tourism destination to develop the theme of regional development and grow a broad market in this niche segment (Kasdi, 2018; Mas'Ud, 2022).

Various studies have attempted to photograph the phenomenon of halal tourism destinations worldwide. The study (Al-Hammadi, 2019) provides halal tourism perspectives from Muslims and Non-Muslims on the challenges and opportunities of developing halal tourist destinations in the UAE. A study (Bhoola, 2020) with a more specific setting regarding halal-tourism destination in Durban, KwaZulu-Natal. At the same time, the study (Preko, Mohammed, & Allaberganov, 2022a) provides a finding of brand equity antecedents of halal tourism destinations in Ghana that are cognate with the study (Mas'Ud, 2022) Where halal tourism branding is an essential factor in proving the quality of destinations in growing visit satisfaction. Interestingly, studies (Arif, 2022) technically developed the Ratings Based Multi-Criteria Recommender System (MCRS) model as the basis for developing Indonesian halal tourism games.

From the tangibles aspect, several studies focus on providing supporting facilities to develop halal tourism destinations. A study (Meizar Rusli, Firmansyah, & Mbulu, 2018) emphasizes the priority of providing halal food and beverages, places of prayer, gender segregation in recreational facilities, and an Islamic environment. This study then offers a classification of halal tourism destinations: Phase 1 Conventional Tourism, Phase 2 Muslim Friendly Tourism, Phase 3 Muslim Religious Tourism, and Phase 4 Halal Tourism. This study is supported by the findings of (Yunni Indrani Widjaja, Khalifa, & Abuelhassan, 2020), where the physical aspect contributes more than the non-physical value of halal tourist destinations. Uniquely, the transformation of halal tourist destinations in the case of post-disaster areas in Aceh, Indonesia (Rindrasih, 2019) can drive changes in market segments and host community behavior, as found in (Mas'Ud, 2022).

Some variations of the findings in the study above have provided an idea of how the halal tourist destination side develops. However, various study results use interesting tourist perspectives to be studied systematically to provide an accurate picture of the factors that impact the success of halal tourism destinations. Using a literature review approach, this study aims to reveal the supporting factors of tourist destination performance from tourists' perspectives. This study is divided into 4 (four) parts: the background as described in the previous paragraphs; the second is a literature review of halal tourist destinations; the third is the method, and the fourth is the presentation of the study findings.

Halal Tourism Destination

Halal is an Arabic word associated with Islamic religious rules and goes beyond the provisions for food and beverage products but more broadly to the wide variety of products and services offered to the Muslim population (Aji et al., 2020). Muslims take an avoidant stance in the face of doubt, where some items can be categorized as 'Makrooh' or 'Shubhah' (doubtful or disliked). The Halal label assures all Muslim consumers as a sign of compliance with the requirements provided by Sharia Law, which Muslims must obey (Samori, Md Salleh, & Khalid, 2016). Halal framing was later expanded to provide markers on tourism provision activities that provide services within the framework of compliance with Islamic religious provisions. This is generally behind the birth of halal tourism terminology.

Halal tourism is not defined as tourism to cemeteries (pilgrimages) or mosques, but this tour is of natural, cultural, or artificial origin governed by Islamic values (Meizar Rusli et al., 2018). Halal tourism follows Islamic law, where tourists visit tourist destinations, and the tourism industry that provides products, services, and management facilities that follow Islamic law (Jaelani, Handayani, & Karjoko, 2020). Muslims have specific needs that may not be available while traveling to a specific destination. These needs stem from religious provisions requiring them to follow Islamic Sharia (Salem Harahsheh, Haddad, & Alshorman, 2020). However, in a variety of relevant literature, it is clear that researchers use terms such as "Halal Tourism," "Islamic Tourism," or "Muslim-Friendly Tourism" to describe tourism products and services that meet the needs of Muslim travelers. The lack of consistency in terminology also contributes to the absence of a universally accepted definition of the concept. The reason behind the diverse definitions is the concept's multidisciplinary nature, and each definition considers different aspects (Yağmur & Aksu, 2020).

Areas with mutually supportive product units in the destination ecosystem dedicated to Muslim tourists' needs are called halal tourist destinations. The development of halal tourist destinations is motivated by the growing interest in the halal market, which is globally valued at US $ 580 billion annually (Olya & Al-ansi, 2018). The development of halal tourist destinations includes tourist destinations in Muslim-majority countries and extends to Muslim minority countries. This phenomenon means that halal tourism includes tourist services and products tailored for Muslim tourists, regardless of whether they visit a Muslim or non-Muslim country (Destiana & Kismartini, 2020).

METHODS

This study used a systematic literature review design to analyze studies related to halal tourism destinations. Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Procedure (Pati & Lorusso, 2018) used as a framework for collecting and screening relevant studies. This process includes several stages: identification, selection, assessment, and synthesis of the literature on halal tourism destinations. Data sources for this study are various electronic databases such as Scopus and Google Scholar. Keywords used in the search include "halal tourism destination," "Muslim-friendly tourism," "Islamic tourism," and other related keyword variants. The deadline was set between 2014 and 2023 to ensure the inclusion of recent studies.

Relevant studies are selected based on previously established inclusion criteria. Inclusion criteria include studies focusing on halal tourism destinations, presenting empirical data or conceptual analysis, and publishing in English. After eliminating duplication, the title and abstract of the remaining studies will be assessed to decide whether they meet the inclusion criteria. Relevant data from studies meeting the inclusion criteria were extracted using a predetermined format. The information extracted includes the study title, author, year of publication, research design, methods, samples, findings, and conclusions. Data analysis will be carried out descriptively to identify the main themes in the literature related to halal tourism destinations.

Study quality assessment will be conducted using appropriate assessment tools, such as the study quality assessment tool suggested by PRISMA or the bias risk assessment tool for literature review. This assessment will help better understand the strengths and weaknesses of each study included in this literature review. The synthesis of selected studies will be presented in the form of narratives and thematic matrices. Key themes will be identified and compiled from the literature to understand halal tourism destinations comprehensively. The findings will be systematically summarized and presented in the next chapter. Through this PRISMA procedure, it is hoped that this research can provide a comprehensive understanding of halal tourism destinations and provide valuable insights for developing the tourism industry that accommodates the needs of Muslim tourists.

RESULT

Bibliometric Analysis

This study explores metadata on halal tourism destinations in the Google Scholar database with a time range of 2014-2023. Data obtained that the number of publications fluctuated in 2014-208 but increased significantly in the following years. This means that researchers' attention to this topic has experienced an increasing trend in the last five years. In 2014 there were two publications, which grew to almost in 2022 by 44 and as many as 21 by 2023 by June, as presented in Figure 1.
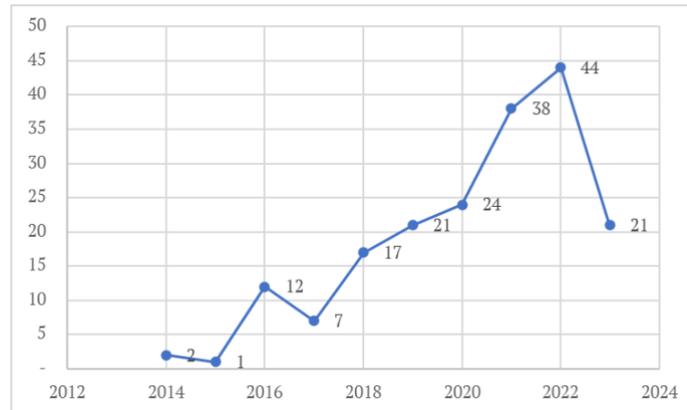
Figure 1. Number of publications on metadata on the topic of Halal Tourism Destination

Of the amounts above, data were identified based on publication outlets with the highest number, namely the African Journal of Hospitality, Tourism, and Leisure (3 publications); Asia Pacific Journal of Tourism Research (3 publications); Current Issues in Tourism (3 publications); E3S Web of Conferences (5 publications); Geojournal of Tourism and Geosites (4); International Journal of Religious Tourism and Pilgrimage (7 publications); IOP Conference Series: Earth and Environmental Science (3 publications); Journal of Environmental Management and Tourism (10 publications); Journal of Islamic Marketing (23 publications); Sustainability (Switzerland) (4 publications); The Routledge Handbook of Halal Hospitality and Islamic Tourism (5 publications); and Tourism Management Perspectives (10 publications).

Figure 2. Citation Metrix with Halal Tourism Destination Topic

Citation metrics play an important role in assessing the quality and significance of research in halal tourism destinations. This metric can indicate the level of attention and recognition a particular study receives from the scientific community. By analyzing citation metrics, researchers and policymakers can gain valuable insights into the influence and impact of research in shaping the understanding and development of halal tourism destinations. Figure 2 provides information in the form of: 1) Number of Citations: This metric counts 686 citations across publications in 2014-2023, with an average citation per year of 76.22 and 2.52 citations per author; 2) H-Index H: is a balanced assessment of the productivity and impact of researchers, where on this topic there is an H-index of 13. Researchers with the highest number of citations are presented in Table 1.

Table 1. Author and Number of Citations > 50 Ranges of 2014-2023

| Authors	Title	Citations
(Battour, 2016)	Halal tourism: Concepts, practices, challenges, and future	246
(Olya & Al-ansi, 2018)	Risk assessment of halal products and services: Implication for the tourism industry	175
(El-Gohary, 2016)	Halal tourism, is it really Halal?	151
(Mohsin, 2016)	Halal tourism: Emerging opportunities	143
(Henderson, 2016)	Halal food, certification, and halal tourism: Insights from Malaysia and Singapore	110
(Yousaf, 2018)	Halal culinary and tourism marketing strategies on government websites: A preliminary analysis	87
(Samori et al., 2016)	Current trends on Halal tourism: Cases in selected Asian countries	80
(Razzaq, 2016)	The capacity of New Zealand to accommodate the halal tourism market — Or not	77
(Wardi, 2018)	Halal tourism: the antecedent of tourist's satisfaction and word of mouth (WOM)	76
(Vargas-Sánchez, 2019)	Halal tourism: state of the art	67
(Boğan & Sarıışık, 2019)	Halal tourism: conceptual and practical challenges	64
(Ryan, 2016)	Halal tourism	62
(Abror, 2019)	The impact of Halal tourism, customer engagement on satisfaction: the moderating effect of religiosity	55
(Ainin, 2020)	Sentiment analyses of multilingual tweets on halal tourism	53
(Isa, 2018)	Muslim tourist perceived value: a study on Malaysia Halal tourism	53
(Mahfuzur Rahman, Moghavvemi, Thirumoorthi, & Rahman, 2020)	The impact of tourists' perceptions on halal tourism destination: a structural model analysis	51

Source: processed data, 2023
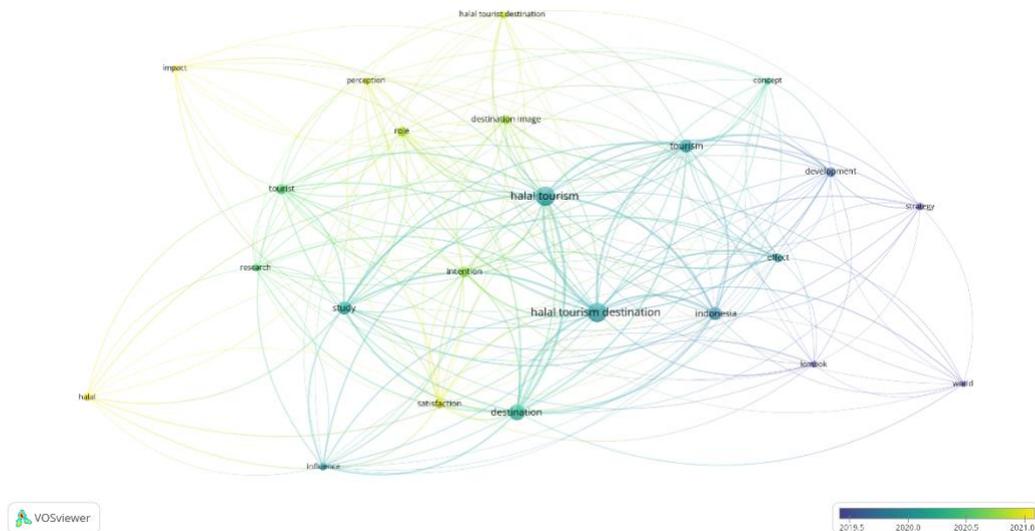
Figure 3. Research Metadata Mapping Visualization

Figure 3 was obtained by processing metadata using VosViewer to produce visualizations of the relationships between studies and obtained 3 clusters, namely the First Cluster containing keyword concept, development, effect, halal tourism, halal tourism destination, Indonesia, Lombok, strategy and the world; The second cluster contains the keywords destination image, halal tourist destination, impact, intention, perception, role, and tourist; and Cluster 3 contains keywords destination, halal, influence, research, satisfaction, and study.

Content Analysis

Using the syntax "halal tourism destination," found publication metadata of 1,120 papers with publication years 2013-2023. Of these, filtering was carried out on the type of technical paper so that a total of 103 papers were found, then selected qualitatively by considering the achievement of study objectives so that as many as 12 papers were obtained for review, with resumes presented in Table 2.

Table 2. Resume Metadata

No	Name	Research Objects	Research Subjects
1.	(Perguna, 2021)	Spatial data to map the potential of halal food stalls in areas with non-Muslim majority populations	Halal food MSMEs in Bali, Indonesia
2.	(S Harahsheh, Haddad, & Alshorman, 2020)	The motivation of Muslim tourists to visit halal tourist destinations	Muslim Travelers in Jordan
3.	(Yunni Indrani Widjaja et al., 2020)	Examining the influence of Islamic attributes and affective image of destinations on the reputation of Jakarta's halal tourist destinations	International tourists in halal tourist destinations Jakarta, Indonesia
4.	(Han, Lho, Raposo, Radic, & Ngah, 2021)	The performance of halal food includes availability, health/nutrition, accreditation, and hygiene/safety/hygiene factors, in the retention process of Muslim travelers in non-Islamic destinations.	Muslim Travelers in Korea
5.	(Xiong Jia & Chaozhi, 2020)	The needs of Muslim tourists and the acceptance of halal tourism destination stakeholders in non-Muslim majority areas	China Region
6.	(Yağmur & Aksu, 2020)	Examining aspects of the image of halal tourist destinations on satisfaction, recommendation intentions, and sustainability of the use of accommodation facilities.	Halal tourists staying in halal tourist destination accommodation in Antalya, Turkey
7.	(Elfitra Desy Surya et al., 2018)	Assessing product aspects and image of halal tourism destinations on tourists' trust and return visits.	Tourists in West Sumatra Province, Indonesia.
8.	(Muhammad Yasir Yusuf, Innayatillah, Isnaliana, & Maulana, 2021)	Examining aspects of perception of access, communication, and environment supports the intention of visiting halal tourist destinations.	Tourists in halal tourist destinations in Aceh Province, Indonesia.
9.	(Mahfuzur Rahman et al., 2020)	Examine the influence of non-Muslim tourists' perceptions of halal products or services on their loyalty to halal tourist destinations.	Non-Muslim tourists in Malaysia
10.	(Preko, Mohammed, & Allaberganov, 2022b)	to examine the antecedents of halal brand equity on destination brand equity (DBE) in the tourism sector	Traveler in Larabanga, Ghana
11.	(Muhammad Khalilur Rahman et al., 2022b)	Tourist Perceptions of halal tourism and the Impact of WOM on halal tourist destinations	Halal tourists in Malaysia
12.	(Zulvianti, 2022)	Investigating the influence of environmental and non-environmental factors on tourist satisfaction in tourist destinations.	Tourists in halal tourist destinations West Sumatra, Indonesia.

Source: processed research data, 2023

Halal tourist destinations are an effort to engineer the business model of tourism destinations to accommodate the unique needs of Muslim tourists. Halal tourist destinations are generally developed as a branding and business model rather than an effort to change physically. Empirical facts show that halal tourist destination brands' launch is followed by providing a value-chain model that follows Islamic provisions, especially in hotels, transportation, entertainment and shopping, toilets, and service staff (X Jia, 2020). Destination branding is used to meet the motivations of Muslim travelers who want a form of travel that suits their religious practices (S Harahsheh, 2020). Studi (M Rusli, Firmansyah, & ..., 2018) have categorized the development stage of halal tourism destinations based on differences in the application of halal standards and

norms, including 1-conventional tourism; 2-Muslim friendly tourism; 3-Muslim religious tourism; and 4-halal tourism destination. This is supported by studies (Kasdi, 2018) where Kudus, a city in Central Java, Indonesia is branding as a halal tourist destination with consideration of the characteristics and availability of tourism resources they have. This city has historically been one of the centers of Islamic da'wah in the past, and has historical remains related to this which then without changing many physical features, the city is branded as a halal tourist destination.

From the perspective of tourists, halal tourist destination brands can provide trust if accompanied by the delivery of products that meet tourist expectations, which will encourage return visits in the future (E D Surya, Ginting, Rini, & Absah, 2018). This is supported by the findings in the study (Y I Widjaja, Khalifa, & ..., 2020; Yagmur, 2020), Where mental imagery is a crucial element for tourists in evaluating halal tourist destinations. The study (Hoere & Masnita, 2022) Photographed an antecedent of brand equity of halal tourist destinations: brand quality, awareness, value, and image. Thus, public policy owners and destination managers need to formulate strategies and implement policies and practices to improve effective evaluations from tourists.

Studies (M Y Yusuf, 2021) revealed that access, communication, environment, and services could determine the growth of halal tourism travel intentions in Aceh. In particular, environment and service are two variables that significantly and positively influence increasing visitor intentions to Aceh Province. Recursively over environmental aspects, studies (Zulvianti, 2022) found that tourist visits to destinations impact the environment and local communities resulting in sustainable tourism. In addition, this study also contributes to the understanding of sustainable tourism development as a mediator between perceived environmental value and the performance of halal-friendly destinations on tourist satisfaction. DMO is essential in tourism development to maximize local benefits and protect the community's social welfare.

From different perspectives, studies (Mahfuzur Rahman et al., 2020) show that halal tourism destinations' products and services affect the satisfaction of non-Muslim tourists, which in turn creates loyalty intentions to make additional trips to halal tourist destinations. This shows that the designation of tourist destinations is not an obstacle for non-Muslim tourists to visit these destinations, as the study found (M K Rahman, 2022), where the quality of travel and service remains the primary concern of non-Muslim tourists in halal tourist destinations. Nevertheless, overly strict rules and regulations in halal tourism can reduce the interest of non-Muslim tourists. To attract more non-Muslim tourists, DMO needs to balance halal tourism products and services with the needs of non-Muslims. The study aligns with the findings (Perguna, 2021) conducted in Bali, a tourist destination with a majority non-Muslim population, highlighting the importance of using innovative technologies and policies to address cultural sensitivity issues.

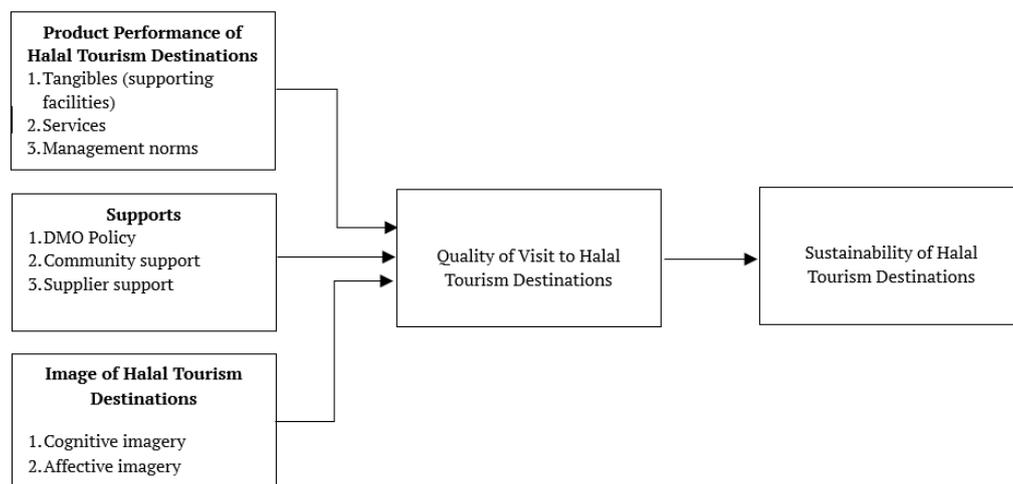So based on this study, a research model can be offered for future excavations as follows.

Figure 4. Proposed Framework

CONCLUSION

Halal tourist destinations have a significant attraction for both Muslim and non-Muslim visitors. Strong branding and a positive image of halal tourist destinations give confidence to Muslim visitors and encourage future returns. Muslim visitors seek experiences that align with their religious practices, such as an Islamic-friendly environment, adequate service, and products that comply with halal rules. A positive cognitive image of halal tourist destinations is also essential in visitor assessment. In addition, the development of sustainable halal tourist destinations is also a significant concern. Visitors expect a clean environment, exemplary nature conservation, and positive interactions with the local community. Maintaining an environment and friendly service will positively impact visitor satisfaction and destination sustainability.

Interestingly, halal tourist destinations are also attractive to non-Muslim visitors. The products and services of halal destinations can affect their satisfaction, and the quality of travel and service remains a significant concern. However, remember that overly strict rules and regulations in halal tourism can reduce the interest of non-Muslim visitors. Therefore, developers and stakeholders need to maintain a balance between the needs of Muslim and non-Muslim visitors. This study offers a future research framework to shape the sustainability of halal tourism destinations, and it can be built by visitor satisfaction shaped by the quality of halal tourism destination products, DMO, institutional social support, and a strong image of halal tourism destinations.

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