

## A Systematic Review and Thematic Analysis of the Halal Tourism Strategy

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### Abstract

Halal tourism has recently become an open industry development that attracts scholars to study, analyze, and research. A few systematic reviews were conducted in this area. This study aimed to investigate the existing literature regarding halal tourism development strategies. This study used a systematic literature review and thematic analysis for the data analysis. PRISMA (preferred reporting items for systematic literature review) was adopted as a guide in this systematic literature review with primary data collected from the Scopus, ScienceDirect, and Google Scholar databases. Based on 25 selected articles, this study identified four main halal tourism development strategies including marketing strategy, customer behavior, halal tourism products and services, and business processes. The current paper systematically reviewed all relevant literature to fill the gaps by analyzing the growing evidence on halal tourism development strategies. The challenges and prospects of halal tourism were also highlighted.

**Keywords:** halal tourism; sharia tourism; development strategy; systematic literature review

### Introduction

The tourism sector has become the most significant contributor to national income and, at the same time, has appeared as a strategic sector for a country's economic growth (Purnomo et al., 2020; Wahyuningtyas et al., 2020; Idris et al., 2021; Idris et al., 2021; Purnomo et al., 2021). Halal tourism in recent decades has become popular and occupied an essential segment of international and national tourism (Vargas-Sánchez & Perano, 2018; Han et al., 2019). The sizeable Muslim population and its high growth have become significant market potential (Zailani et al., 2015; Yousaf & Xiucheng, 2018; Adel et al., 2021). By the end of 2020, the world's Muslim population was reported to have grown drastically to reach 13% of the world's total population (Rashid et al., 2020). Thus, halal tourism has recently experienced a dramatic development with the escalation of Muslim tourists universally and has become an attractive new icon for non-Muslim tourists (Battour et al., 2018; Boğan & Sarıuşık, 2019; Vargas-Sánchez & Moral-Moral, 2019; Adel et al., 2021). The halal tourism industry is also predicted to experience growth with a 70% jump in 2060 (Rashid et al., 2020).

The development of halal tourism has become the latest issue in recent years. Some literature indicates halal tourism with the substitution of Muslim-friendly tourism, sharia tourism, halal hotels, halal culinary, travel, and halal health (Zailani et al., 2015; Boğan & Sarıışık, 2019; Jeaheng et al., 2019; Sarinastiti & Uljanatunnisa, 2020; Adel et al., 2021; Huda et al., 2021; Pamukcu & Sariisik, 2021; Ratnasari et al., 2021). In addition, scholars and practitioners also try to formulate the development of halal tourism strategies through branding and marketing strategies (Yaakop et al., 2017; Aji et al., 2020; Katuk et al., 2020; Adel et al., 2021), development of tourism facilities, equipment, and services in Islamic and non-Islamic contexts (Haq & Wong, 2010; Carboni et al., 2016; Yousaf & Xiucheng, 2018; Kasdi et al., 2019; Hsu et al., 2020; Joeliaty et al., 2020; Shah et al., 2020).

The development of a multidimensional halal tourism strategy indicates the breadth of opportunities for scholars to find strategic formulations that are expected to contribute both theoretically and practically. The concept of halal tourism from various literatures does not study in-depth (Boğan & Sarıışık, 2019; Kasdi et al., 2019). Vargas-Sanchez & Moral-moral (2019) indicated the cause of the difference in halal tourism practices due to cultural heterogeneity throughout the world. One of the proposed ways to fill this gap is to conduct a systematic literature review. Systematic reviews offer several advantages over conventional literature reviews. Systematic reviews can be strengthened through a transparent article retrieval process, more prominent research areas, and more meaningful goals to control research bias. In addition, it also motivates researchers to produce quality evidence with more significant results (Shaffril et al., 2018; Shaffril et al., 2019; Shaffril et al., 2021).

The current paper systematically reviews all relevant literature to fill the gaps by analyzing the growing evidence on halal tourism development strategies. The systematic review is considered an objective approach requiring a systematic review procedure such as keyword identification, article screening, article eligibility, and database use (Shaffril et al., 2018; Shaffril et al., 2021). In addition, this situation prevents future researchers from reinventing the investigation, agreeing on an understanding, or analyzing the breadth of information (Samsuddin et al., 2020). Furthermore, this study is critical because it provides information about the extent to which the focus of peer review literature can assist researchers in conveying prospects to understand future concerns related to halal tourism development strategies that require scientific attention. The development of the current systematic review is based on a critical research question: What is the strategy development applied by tourism stakeholders? How do tourism stakeholders formulate a strategy for developing halal tourism? The focus of the investigation is on the implementation of strategy development practices.

## **Materials and methods**

This study used a systematic literature review (SLR) guided by PRISMA, a review protocol, and involved the steps of SLR that previous researchers have applied. The SLR stages include identification, screening, eligibility, quality appraisal, and data abstraction and analysis.

### ***PRISMA***

This review was guided by PRISMA (*Preferred Reporting Items for Systematic reviews and Meta-Analyses*). PRISMA is commonly used in the literature review process because it offers three unique advantages: defining clear and systematic research questions, identifying inclusion and exclusion criteria, and examining large scientific databases within the allotted time (Shaffril et al., 2019).



## **Resources**

The databases used in this review were Scopus, ScienceDirect, and Google Scholar. Scopus and ScienceDirect are the largest databases of abstracts and citations from peer-reviewed literature, with over 75 million records and 24,600 titles from 5000 publishers worldwide (Shaffril et al., 2018). Scopus and ScienceDirect consist of various fields of study and documents such as scientific journals, books, and conference proceedings. They provide a comprehensive overview of the world's research results in various fields. They also offer innovative tools to track and visualize research. Meanwhile, Google Scholar was chosen because it is one of scholars most commonly used search engines and provides unlimited scientific documents (Xiao & Watson, 2017).

## **Review protocol**

The review protocol aims to guide the conduct of the review and minimize the possibility of research bias. Essential elements of the review protocol include research question (RQ), search process, inclusion and exclusion criteria, quality assessment, data extraction, and data synthesis. Subsequently, a review protocol was developed and evaluated iteratively during the implementation and reporting stages. RQ was introduced to define research boundaries. It was formulated with the help of the PICo criteria, which recognize RQ from the following four points of view.

Table 1. PICo criteria

<b>PICo Criteria</b>	
P = Population	: Halal Tourism industries
I = Intervention	: Applied strategy in halal tourism industries such as marketing strategy, policy-making, etc.
Co = Context	: Empirical studies in tourism industries, both large and small industry

The primary purpose of this SLR is to collect and analyze appropriate evidence to answer the RQ. The motivation for answering the RQ was to gain insight into significant aspects of the research direction, including advancing knowledge of the halal tourism industry and identifying research limitations to determine further research directions. The RQ of this study was how tourism stakeholders formulate a strategy for developing halal tourism?

## **Systematic literature review**

### **Identification**

The first phase in the systematic review process was the identification, which involved identifying keywords for information searching purposes. This stage relied on several relevant sources of information such as encyclopedias, dictionaries, thesaurus, keywords from previous literature, and keywords suggested by Scopus for keyword synonyms, possible related terms, and other variations of the halal tourism terms used. This process resulted in 185 documents from Scopus (63), ScienceDirect (64), and Google Scholar (58). The data were collected by using the search string as follows.

### **Screening**

Screening is the process of including or excluding articles based on specified criteria. As an initial process, several double articles (15 documents) were issued at this stage, leaving 170. Furthermore, articles were judged out of scope based on the titles, and abstracts. At this stage, there were as many as 42 documents. Thus, the data ended up being 128 documents.



Table 2. The search strings used in the collecting data process

Database	Keywords
Scopus	TITLE-ABS-KEY ("halal tourism" OR "halal tour*" OR "Islamic tourism" OR "halal-friendly tourism" OR "Muslim travel" OR "Islamic tour*" OR "Muslim tour*" OR "halal hospitality" OR "Muslim travel*" OR "Muslim tourism" OR "Muslim-friendly tour*" OR "Halal Holiday*" OR "Halal industry*" OR "halal restaurant" OR "Islamic destination" OR "Halal hotel" OR "halal product" OR "Islamic attribute" OR "Sharia tourism") AND ("development" OR "advancement" OR "develop*" OR "improvement") AND ("strategy" OR "design" OR "approach" OR "planning" OR "model" OR "strategy develop*") AND ("stakeholder*" OR "government" OR "hotel*" OR "travel agent*")
ScienceDirect	("halal tourism" OR "Islamic tourism" OR "halal-friendly tourism" OR "Muslim tourism" OR "halal hospitality") ("development" OR "advancement" "strategy development" OR "strategy design" OR "strategy planning") ("stakeholder" OR "government")
Google Scholar	Allintitle: ("halal tourism" OR "Islamic tourism" OR "halal-friendly tourism" OR "Muslim tourism" OR "halal hospitality") ("development" OR "advancement" "strategy development" OR "strategy design" OR "strategy planning") ("stakeholder" OR "government")

### Eligibility

Eligibility is the process of manual inclusion or exclusion of articles according to 'author-specific criteria.' The retrieved papers were being thoroughly reviewed, excluding articles that do not meet the criteria. Eligibility, inclusion, and exclusion criteria were determined to find relevant articles in the systematic review process. First, the timeline was selected between 2010 and 2021 (June 2021) based on the total number of related publications reviewed. The second inclusion criterion is the type of document; journal articles with selected empirical data. Other documents such as review articles, books, book-chapters, and conference proceedings were excluded because they were not primary sources. The third criterion for inclusion and exclusion criteria was language. All non-English documents were excluded to avoid confusion and difficulty in the translation work in this paper. Then another criterion is indexing; all documents Scopus does not index were excluded. After the identification process, of the 128 papers screened, 103 articles were deleted with details of 58 conference papers, literature reviews, book chapters, 13 non-English articles, and 21 non-Scopus articles. Thus, the selected documents from this process were 25 articles (See table 3 for inclusion and exclusion criteria and figure 1 for the selection process).

Table 3. Inclusion and exclusion criteria

Criterion	Inclusion	Exclusion
Timeline	Between 2010 and 2021	< 2010
Document type	Research articles	Review articles, books, book chapters, conference proceedings, and reports
Language	English	Non-English
Source type	Journals	Non-Journals
Indexing	Scopus	Non-Scopus

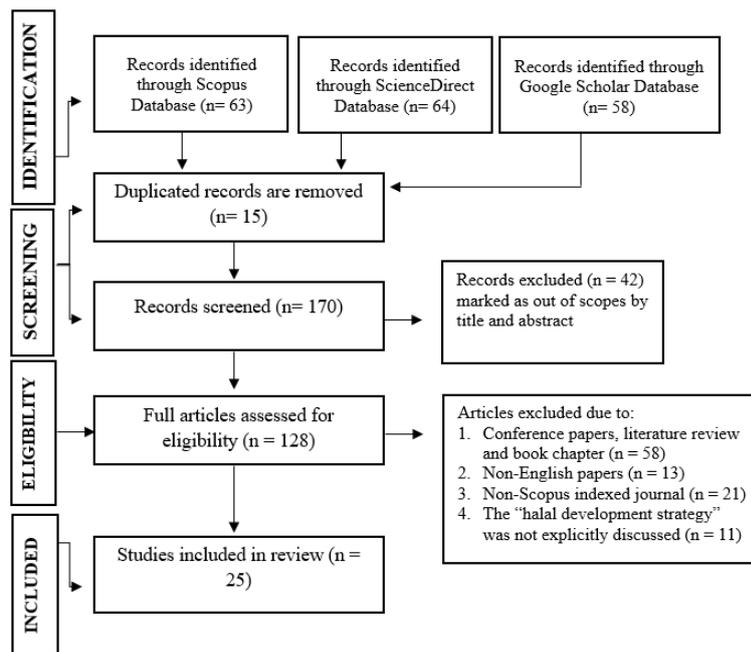


Figure 1. Flowchart of primary studies selection

### ***Quality appraisal***

The quality assessment stage is to evaluate each study identified in the previous step. The quality assessment followed the quality checklist specified in the MMAT (Mix Methods Appraisal Tools) as proposed by Hong et al. (2018). The main reason for this adoption quality assessment checklist is that it can be used flexibly for different study designs, qualitative, quantitative, and mixed methods. The primary purpose of the quality assessment is to evaluate studies and select studies that answer the RQ and support a more detailed analysis of the inclusion and exclusion criteria. The scoring procedure for quality assessment questions is determined by 1 as "Yes," 0.5 as "I Don't know," and 0 representing "No." The score of the appraisal paper is divided into four categories: excellent (13.5≤ - 15), good (9.5≤ - 13), fair (5≤ - 9), and failed (0≤ - 4.5). The results indicate 3 articles are categorized as "excellent scores (14-14.5), other 3 articles are grouped as good (11.5-13). In addition, the remaining 19 articles have a value of 7 and are categorized as Fair. Finally, all the 25 primary studies were selected to be reviewed (see table 5).

### ***Data abstraction and analysis***

After the eligibility process, the remaining articles were evaluated, reviewed, and analyzed. Next, the results were discussed in detail. The review was based on a specific study relevant to the research question and focused on it. The studies were then extracted to identify the relevant themes for the current study by reading the title, abstract, and then the full text of the article (in-depth). An integrative review was conducted--a kind of review that synthesizes different types of research designs (qualitative, quantitative, and mixed methods). Thematic analysis was conducted to identify themes related to research patterns and trends in the development of halal tourism. This study involves 25 papers to analyze thematically by extracting statements and data that were considered to answer the research questions. In the next phase, the various themes were grouped with coding techniques. In this section, abstract data was converted into valuable data and guided by identifying connected and related themes, ideas, or concepts. Finally, this process resulted in four main themes: marketing strategy, customer behavior, halal tourism products, and business process strategy. A similar approach was repeated for each

theme created to produce comprehensive data analyzing the four themes. Discussions and re-evaluations were carried out on an ongoing basis based on the suitability of the theme. Any disagreements or inconsistencies were resolved through academic discussion between authors.

## Results and discussions

Based on the results of data extraction and analysis from 25 articles on the development of halal tourism strategies, the data were categorized into a characteristic of the selected articles and main findings analyzed by thematic analysis.

### *General findings and selected studies characteristics*

Table 6 presents 25 selected articles and other general information such as author, year of publication, journal, and publisher. All articles included in the analysis process were from international journals indexed by Scopus. In general, from all selected articles, the most documents were published by Taylor and Francis with 8 documents, Emerald with 7 documents, and others published less than 5 documents (See table 6). Furthermore, for the article's publication year, most of the 25 selected articles were published in 2020 with 8 documents, 2019 with 7 documents, and 5 papers were published in 2021. The rest was published in 2010-2018. The data can be seen in Figure 2 as follows.

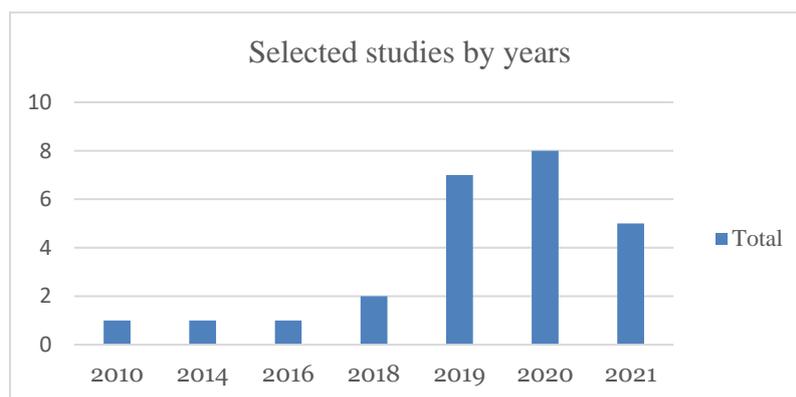


Figure 2. Number of selected studies over the year

For the number of studies in each journal, the selected articles were respectively published in the Journal of Islamic marketing (JIM) with journal status Q2 (6 documents) and in the journal of GeoJournal of Tourism and Geosite (GTG) (Q2-- 4 documents). The Journal of Travel and Tourism Marketing (JTTM) and the International Journal of Religious Tourism and Pilgrimage (IJRTP), both of which have Q3 status, published 2 documents. Furthermore, 1 document was published by Tourism Management (TM-Q1), Cogent Business and Management (CBM-Q3), The Journal of North African Studies (JNAS-Q2), Journal of Destination Marketing & Management (JDMM—Q1), Tourism and Hospitality Research (THR—Q1), Journal of Travel Research (JTR—Q1), International Journal of Business and Society (IJBS—Q3), Asia Pacific Journal of Tourism Research (APJTR—Q1), Tourism Review (TR—Q1), Journal of Hospitality Marketing & Management (JHMM—Q1), and Current Issues in Tourism (CIT—Q1) (See Table 4).

Table 4. Selected primary studies

Paper ID	Author		Journal	Publisher	Indexing
P1	Yousaf & Xiucheng	2018	Tourism Management	Elsevier	Scopus
P2	Kasdi et al.	2019	GeoJournal of Tourism and Geosites	Editura Universitati din Oradea	Scopus
P3	Haq	2014	Journal of Islamic Marketing	Emerald	Scopus
P4	Joeliaty et al.	2020	Cogent Business and Management	Taylor & Francis	Scopus
P5	Carboni et al.	2016	The Journal of North African Studies	Taylor & Francis	Scopus
P6	Haq & Wong	2010	Journal of Islamic Marketing	Emerald	Scopus
P7	Perbawasari et al.	2019	GeoJournal of Tourism and Geosites	Editura Universitati din Oradea	Scopus
P8	Al-Ansi & Han	2019	Journal of Destination Marketing & Management	Elsevier	Scopus
P9	Jeaheng et al.	2019	Journal of Travel and Tourism Marketing	Taylor & Francis	Scopus
P10	Ratnasari et al.	2021	Journal of Islamic Marketing	Emerald	Scopus
P11	Adel et al.	2021	Tourism and Hospitality Research	SAGE	Scopus
P12	Junaidi et al.	2019	GeoJournal of Tourism and Geosites	Editura Universitati din Oradea	Scopus
P13	Wibawa et al.	2021	Journal of Islamic Marketing	Emerald	Scopus
P14	Huda et al.	2021	International Journal of Religious Tourism and Pilgrimage	Technological University Dublin	Scopus
P15	Al-Ansi et al.	2020	Journal of Travel Research	SAGE	Scopus
P16	Han et al.	2019	Journal of Travel & Tourism Marketing	Taylor & Francis	Scopus
P17	Rashid et al.	2020	International Journal of Business and Society	Universiti Malaysia Sarawak	Scopus
P18	Pamukcu & Sariisik	2021	Journal of Islamic Marketing	Emerald	Scopus
P19	Wardi et al.	2018	Asia Pacific Journal of Tourism Research	Taylor & Francis	Scopus
P20	Rahman et al.	2020	Tourism Review	Taylor & Francis	Scopus
P21	Jeaheng et al.	2020	Journal of Hospitality Marketing & Management	Taylor & Francis	Scopus
P22	Aji et al.	2020	Journal of Islamic Marketing	Emerald	Scopus
P23	Rahmawati et al.	2021	GeoJournal of Tourism and Geosites	Editura Universitati din Oradea	Scopus
P24	Suhartanto et al.	2020	Current Issues in Tourism	Taylor & Francis	Scopus
P25	Hanafiah et al.	2021	International Journal of Religious Tourism and Pilgrimage	Technological University Dublin	Scopus

For the countries studied from each selected paper, there were 12 countries as objects of study in 25 articles, including Australia, Pakistan, China, South Korea, Japan, Thailand, Indonesia, Malaysia, New Zealand, Singapore, Tunisia, and Turkey. Of the various countries that became the object of the study, Indonesia took first place with 10 documents (P2, P4, P7, P10, P12, P13, P14, P19, P23, P24), South Korea with 4 documents (P1, P8, P15, P16), and Australia and Thailand with 3 documents (P3, P6, P11 and P1, P9, P21) respectively.

Table 5. Distribution of countries of studies

Country of study	Number of studies	Paper ID	Authors
Australia	3	P3, P6, P11	Haq (2014), Haq & Wong (2010), Adel et al. (2021)
Pakistan	1	P3	Haq (2014)
China	1	P1	Yousaf & Xiucheng (2018)
South Korea	4	P1, P8, P15, P16	Yousaf & Xiucheng (2018), Al-Ansi & Han (2019), Al-Ansi et al. (2020), Han et al. (2019)
Japan	1	P1	Yousaf & Xiucheng (2018)
Thailand	3	P1, P9, P21	Yousaf & Xiucheng (2018), Jeaheng et al. (2019), Jeaheng et al. (2020)
Indonesia	10	P2, P4, P7, P10, P12, P13, P14, P19, P23, P24	Kasdi et al. (2019), Joeliaty et al. (2020), Perbawasari et al. (2019), Ratnasari et al. (2021), Junaidi et al. (2019), Wibawa et al. (2021), Huda et al. (2021), Wardi et al. (2018), Rahmawati et al. (2021), Suhartanto et al. (2020)
Malaysia	3	P17, P20, P25	Rashid et al. (2020), Rahman et al. (2020), Hanafiah et al. (2021)
New Zealand	1	P11	Adel et al. (2021)
Singapore	1	P11	Adel et al. (2021)
Tunisia	1	P5	Carboni et al. (2016)
Turkey	1	P18	Pamukcu & Sariisik (2021)

Furthermore, the selected articles used various study designs (qualitative, quantitative, and mixed methods). Table 6 shows that 13 articles are using a quantitative design (P6, P8, P10, P12, P13, P17, P18, P19, P20, P21, P22, P23, and P25) and 7 articles with a qualitative design (P1, P2, P3, P4, P5, P7, and P11). Meanwhile, the research that uses the mixed method is 5 documents (P9, P14, P15, P16, and P24).

Table 6. Summary of main study design

Main study design	Number of documents	Journal Acronym	Paper ID
Qualitative	7	TM, GTG, JIM, CBM, JNAS, THR	P1, P2, P3, P4, P5, P7, P11
Quantitative	13	JIM, JDMM, GTG, IJBS, APJTR, TR, JHMM, IJRTP	P6, P8, P10, P12, P13, P17, P18, P19, P20, P21, P22, P23, P25
Mix method	5	JTTM, IJRTP, JTR, CIT	P9, P14, P15, P16, P24

### ***Main findings of thematic analysis***

This section describes the themes covered in all the selected studies. Four main themes were identified: marketing strategy, customer behavior, halal tourism products, and business process strategy. Data related to the main findings can be seen in table 7.

Table 7 describes some of the themes that have been identified based on the 25 selected articles. The documents related to marketing strategy (Haq & Wong, 2010; Haq, 2014; Al-Ansi & Han, 2019; Kasdi et al., 2019; Perbawasari et al., 2019; Joeliaty et al., 2020; Adel et al., 2021) and customer behavior (Wardi et al., 2018; Han et al., 2019; Jeaheng et al., 2019, 2020; Rahman et al., 2019; Aji et al., 2020; Ratnasari et al., 2020; Suhartanto et al., 2020; Al-Ansi et al., 2021; Wibawa et al., 2021; Hanafiah et al., 2021). In addition, several selected journals also

reviewed comprehensively related to products and services (Carboni et al., 2016; Yousaf & Xiucheng, 2018; Huda et al., 2021) and business processes (Junaidi et al., 2019; Rashid et al., 2020; Pamukcu & Sariisik, 2021; Rahmawati et al., 2021).

Table 7. Distribution of themes analyzed

Main Topics	Number of documents	Main design	study Authors
Marketing Strategy	7	QL (5), QN (2)	Kasdi et al. (2019); Haq (2014); Joeliaty et al. (2020); Haq & Wong (2010); Perbawasari et al. (2019); Al-Ansi & Han (2019); Adel et al. (2021)
Customer behavior	11	QN (7), MM (4)	Jeaheng et al. (2019); Ratnasari et al. (2021); Wibawa et al. (2021); Al-Ansi et al. (2020); Han et al. (2019); Wardi et al. (2018); Rahman et al. (2020); Jeaheng et al. (2020); Aji et al. (2020); Suhartanto et al. (2020); Hanafiah et al. (2021)
Halal tourism products	3	QL (2), MM (1)	Carboni et al. (2016); Yousaf & Xiucheng (2018); Huda et al. (2021)
Business process	4	QN (3), QL (1)	Junaidi et al. (2019); Rashid et al. (2020); Pamukcu & Sariisik (2021); Rahmawati et al. (2021)

The development of halal tourism strategy is focused on several areas that need attention, namely marketing strategy, customer behavior, halal tourism products and services, and business processes. These four themes are presented in detail in the following sections. The findings of this study can be concluded in a strategic model for the development of halal tourism.

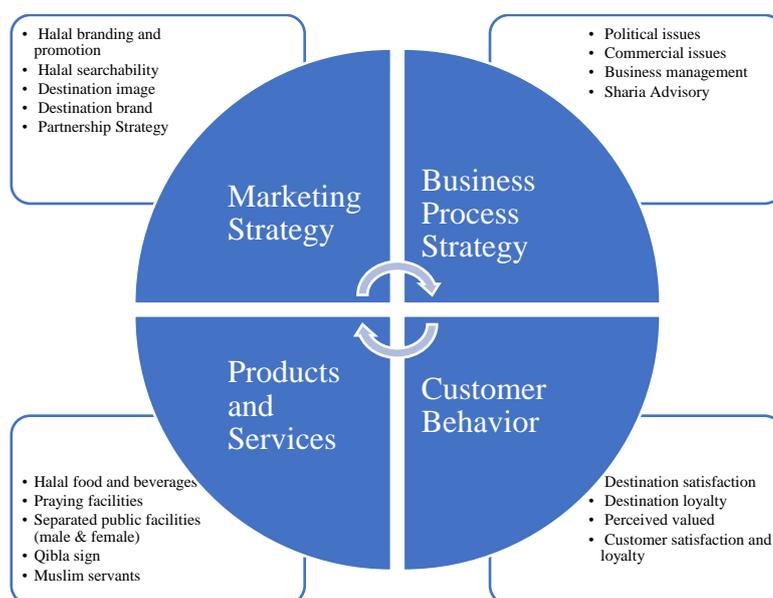


Figure 3. The strategic model for halal tourism development

### Marketing strategy

Several aspects that need to be considered in promoting halal tourism are sharia principles in tourism management and providing courteous and conducive services for all tourists and the environment (Huda et al., 2021). Courteous service to tourists and the surrounding environment is the principle of a halal-friendly social environment. Residents' friendly and polite attitude can increase tourists' motivation to visit these halal tourist destinations (Han et al., 2019). A friendly, positive attitude and respect for the cultural diversity of tourists carried out by

residents can positively impact the intention of these tourists to revisit and recommend to others (Suhartanto et al., 2020). This open attitude toward Muslim tourists is also an excellent strategy to market halal tourism (Carboni et al., 2016). In addition, the leading indicators in increasing halal tourism marketing to compete globally include a promotion, improvement of infrastructure, and readiness of human resources, significantly increasing tourism capacity for business (Huda et al., 2021).

Efforts have been made to develop strategies to promote halal tourism in several countries, one of which is Tunisia, by diversifying tourism products and destinations to allow tourists to freely choose the tourism products they want (Carboni et al., 2016). Creating halal tourism products with the concept of "spiritual tourism" can also promote halal tourism to attract Muslim and non-Muslim tourists. These products can be packaged with attractive brands such as "discovering yourself," "the human family," "Islamic travels," "discover the soul of Islam," or "learn Islam for all." This product aims to bring together Muslim and non-Muslim tourists to dialogue and interact together to discuss social and humanitarian life (Haq & Wong, 2010).

Australia has created the concept of a "Muslim festival" by taking advantage of special Muslim days such as Ramadan, Hajj, and the birthday of the Prophet Muhammad to market halal tourism to non-Muslim tourists. The festival brings Muslim families to Australia to present Islamic culture in music, fashion, cuisine, etc. Many non-Muslim tourists learn about Islamic culture (Haq & Wong, 2010). In addition, social media can also promote halal tourism by providing information such as culinary ingredients, halal centers, the location of prayer facilities in the city, etc., that can be accessed by Muslim tourists (Wibawa et al., 2021).

One strategy in marketing halal tourism is through a website. The appearance and presentation of a website--that is attractive, contains relevant information, and is easily accessible--can give an excellent first impression on potential tourists, generate interest, and influence the decision-making of prospective tourists to visit halal tourism (Yousaf & Xiucheng, 2018). From a branding perspective, tourism websites must pay attention to unique halal marketing strategies to give the label an impression as a Muslim-friendly destination (Adel et al., 2021).

Several countries' tourism agencies or institutions have utilized websites to promote halal tourism. For example, JNTO (National Tourism Organization of Japan) has published a unique travel blog by collaborating with Muslim bloggers to inspire other Muslim travelers through their travel experiences to Japan, consisting of halal food, prayer facilities, and the cultural history the country. Another example is using a Muslim-friendly destination application provided by TAT (Thai Tourism Authority). This application offers a mobile search tool for halal food restaurants, halal hotels, and mosques that Muslim tourists can choose by utilizing the map navigation feature and finding nearby locations (Yousaf & Xiucheng, 2018). The website can also facilitate Muslim tourists in finding halal food. For example, New Zealand has a website that contains detailed information on snacks, bakeries and meat shops, grocery stores, and restaurants, all of which are halal compliant. The website also provides images so that the information obtained by tourists is more precise. Another example is Singapore introducing an app for restaurants and foods recommended by locals, classified into many categories, including halal food (Adel et al., 2021).

### ***Customer behavior strategy***

The satisfaction of Muslim tourists with halal tourist destinations can be positive if the facilities under Islamic principles are met. These facilities include the availability of a prayer room and prayer equipment, a Qibla direction sign, a halal food menu, a gym and swimming pool area that is separated between men and women, as well as staff who understand Islamic values and use uniforms or polite clothes (Al-Ansi & Han, 2019; Jeaheng et al., 2019; Al-Ansi et al.,

2021). However, this opinion is different from the findings of research that has been done that prayer facilities do not have a significant effect on tourist satisfaction. This is because a Muslim is given flexibility in performing prayers, especially for travelers, while still paying attention to the terms and pillars of worship. In addition, the Qibla direction can also be easily found through the application without the need to rely on the facilities provided by the tourism operator (Rashid et al., 2020). Muslim tourists will be satisfied if halal tourist destinations are free from alcohol, gambling, and prostitution. The availability of alcohol and gambling areas can have a negative impact on the satisfaction of Muslim tourists and affect their view of the service because they feel uncomfortable with these attributes in carrying out prayers, especially for travelers, while paying attention to the terms and pillars of worship. In addition, the Qibla direction can also be easily found through the application without the need to rely on the facilities provided by the tourism operator (Wardi et al., 2018; Rahman et al., 2020). In addition, halal certification labels on tourism products can also affect tourists' behavioral intentions (Ratnasari, 2020).

In a halal perspective, tourism products, and services significantly affect satisfaction, experience quality, and perceived value, creating loyalty intentions for further travel to halal destinations (Rahman et al., 2020; Suhartanto et al., 2020). There is a significant relationship between tourist satisfaction and their loyalty intention to travel further to halal destinations. Travelers can recommend tourist destinations if they are happy with travel products and services. On the other hand, if they are dissatisfied with tourism products and services, they may not recommend to others to travel to those destinations. Failure to provide halal-friendly facilities can have a negative impact on the overall image of the destination (Al-Ansi & Han, 2019; Rahman et al., 2020; Hanafiah et al., 2021). Tourism decisions are not always based on issues of personal religiosity. The destination status of a "Muslim" or "non-Muslim" country is not a significant consideration for Muslim travelers. They emphasize issues of universal values that are more socially accepted around the world (Aji et al., 2020).

### ***Products and services strategy***

One of the critical factors for Muslim tourists is halal food and drinks. Restaurants and hotels trying to attract Muslim tourists should be encouraged to provide halal-certified food and beverages. It can also support the marketing of halal tourism (Suhartanto et al., 2020; Huda et al., 2021). Halal certification is one of the essential tourism resources to attract Muslim tourists because it signifies authenticity, quality assurance, and trust (Yousaf & Xiucheng, 2018). Halal labeling and certification are crucial to attracting Muslim tourists. Therefore, a responsible organization must issue halal food restaurant certification (Adel et al., 2021).

For areas with a majority Muslim population, such as one example, namely Demak, both food and drinks consumed are halal, and most entrepreneurs have obtained halal certification from these businesses (Kasdi et al., 2019). In comparison, for countries with a non-Muslim majority population, tourism institutions provide other innovations to provide halal food facilities for Muslim tourists. For example, JNTO (Japan National Tourism Organization), TAT (Thai Tourism Authority), and KTO (Korea Tourism Organization) provide brochures and guidebooks for halal food for Muslim tourists featuring cuisine and information on halal menus and restaurants (Yousaf & Xiucheng, 2018).

### ***Business process strategy***

The business processes applied in halal tourism need to pay attention to various things, such as providing accommodation and cooperation with other parties. Hotels aimed at Muslim tourists need to provide rooms and facilities that support the halal hotel concept. Both the hotel's design and interior, including the hotel's atmosphere, need to be adjusted according to Islamic values.

This will have an impact on the comfort of Muslim tourists (Joeliaty et al., 2020). Facilities should be under Islamic values, including prayer rooms, Al-Qur'an, prayer rugs and equipment, Qibla sign in each room, availability of halal menus, replacing alcohol with chocolate and other soft drinks, and segregation of facilities by gender such as providing separate gym and swimming pool areas for women and men (Yousaf & Xiucheng, 2018; Jeaheng et al., 2020; Al-Ansi et al., 2021; Wibawa et al., 2021).

Muslim tourists will be more confident and satisfied with hotel services if the hotel is halal certified. Therefore, hotels need to apply for halal certification (Pamukcu & Sariisik, 2021). In addition, by providing facilities under Islamic principles, halal hotel managers must also pay attention to staff or workers. They need to recruit Muslims or staff who understand the concept of halal hotels and Islamic values (Joeliaty et al., 2020). The communication skills of multi-lingual staff can enhance the interaction of Muslim staff and customers so that hotel managers better understand the needs of the Muslim market. Halal hotel financial services can also be based on Sharia banking or financing rules (Jeaheng et al., 2020).

Developing halal tourism requires support from various parties, tourism operators, religious and spiritual organizations, education, social, and government agencies ( Haq, 2014). The provincial government must collaborate and synergize with the central government and local entrepreneurs to build public awareness about halal tourism, including its implementing regulations. Therefore, massive socialization, communication, and promotion efforts to build acceptance must be carried out by the central and local governments. The synergy between the government and the community is critical to realizing the development of halal tourism (Huda et al., 2021). For example, the government in Demak (central Java, Indonesia) made a policy to prohibit night entertainment, including nightclubs, discotheques, and pubs, to show the response of the Demak district government to the development of halal tourism. The Government of Demak also conducts socialization and education to the people of Demak to dress cover their genitals for Muslims and dress modestly for non-Muslims (Kasdi et al., 2019).

The Pakistani embassy is also trying to support halal tourism by promoting madrasas and offering study packages for Muslim students, most of whom are spiritual tourists. In partnership, Pakistan Embassy also works in teams to set promotional objectives, select appropriate media channels, structure ideas and messages, allocate budgets, set up a check-and-balance system, and define partner roles ( Haq, 2014). The form of support from tourism destination managers and marketers encourages tourism employees to increase their awareness, knowledge, and skills in providing halal services. Staff training on halal knowledge is essential, especially for those with direct contact with Muslim tourists. Hotel staff, restaurants, travel agents, and tour guides must be able to greet and communicate with Muslim tourists and provide services according to Islamic values (Suhartanto et al., 2020).

### ***Halal tourism challenges and prospects***

Several challenges are found in halal tourism, such as halal hotel management. In some cases, the international hotel management refuses to apply Islamic principles in their hotels because they do not want to lose the potential profit from alcohol sales and the possible loss of guests. In addition, the costs required to establish separate facilities for men and women are relatively higher. Some halal tourism operators eliminate sharia principles in their business processes (Junaidi et al., 2019).

The wider community still feels the gap between the concept and the reality of implementation. Therefore, people still do not understand the concept of halal tourism, the benefits for the community, and the applicable rules regarding halal tourism (Huda et al., 2021). In Indonesia, with the largest Muslim population, halal tourism is still not very popular and still raises pros and cons in society. This is because the Indonesian people still have a narrow

understanding of the concept of halal tourism. The perception that develops in the community is that when a tourist area is developed with the concept of halal tourism, the tourist area only prioritizes Muslim tourists and subordinates non-Muslim tourists (Rahmawati et al., 2021).

Halal tourism, which has developed rapidly, provides new opportunities for destinations worldwide to create a uniqueness that can compete globally by targeting Muslim and non-Muslim tourists (Al-Ansi et al., 2021). Governments, academics, and tourism destination managers can work together in determining the right program to develop halal tourism (Rahmawati et al., 2021). collaborate with bulletin partners, television, radio, magazines, and optimize websites ( Haq, 2014). Halal tourism business actors are expected to be able to provide halal tourism certification. It aims to gain customer trust. The existence of a halal certification label can better meet the needs of Muslim tourists and increase customer satisfaction (Pamukcu & Sariisik, 2021).

Regarding the doubts about implementing halal tourism due to the relatively more expensive cost, customer awareness is the best solution to address these challenges. Halal tourists must understand that the halal tourism business's price is higher than the conventional tourism business. The halal tourism business will no longer worry about potential losses if it is consistent. Business actors will not lose customers. However, it will shift the customer segment from conventional to certain customers, namely halal tourism customers. If this can be implemented stably, halal tourism operators will not be in a dilemma. The decision to pay is in the hands of tourists with a guarantee of comparable and guaranteed halal tourism products (Junaidi et al., 2019).

## Conclusion

The development of halal tourism has become a significant need based on the size and breadth of opportunities and potential offered. Therefore, developing a comprehensive offline and online marketing strategy and strengthening of partnerships with various stakeholders and government support are vital factors for the successful development of this industry. In addition, the fulfillment of multiple attributes of the characteristics of halal tourism according to the standards of Islamic values, such as products and services, also provides support for halal tourism to gain its place in the tourism industry. Another significant aspect determining halal tourism to survive in the dynamics of tourism business competition is customer satisfaction under unique customer expectations and behavior. Tourism stakeholders need to realize that halal tourism is an industry that has great potential to be developed. In addition, for further research, it is necessary to deepen the related variables that support the implementation of the ideal halal tourism, such as tourism products and services, amenities, consumer behavior, consumer needs and expectations, and consumer satisfaction.

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