

## A SYSTEMATIC LITERATURE REVIEW ON THE DEVELOPMENT OF HALAL TOURISM: REVIEW PROTOCOL GUIDED BY ROSES

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### Abstract

Muslims are growing more and more interested in halal tourism, a comparatively recent area of the travel and tourism sector in which all the products and services are Islamic Shariah law-compliant. The purpose of this research was to perform a comprehensive literature review and thematic analysis of stakeholder initiatives to promote halal tourism. This systematic literature review followed the "Reporting Standards for Systematic Evidence Syntheses" guidelines with primary data sourced from Scopus, Science Direct, and Google Scholar. The review process consisted of five methodological steps, particularly: (1) developing a review protocol using ROSES guidelines; (2) formulation of a research question; (3) conducting a systematic search strategy based on three systematic steps (identification, screening, and eligibility); and (4) quality appraisal and data extraction and analysis. The study is to clarify the formulation by stakeholders on the development of halal tourism. The systematic literature review (SLR) method was used to achieve the goals and aims of this research paper. The study also discovered four main themes according to thematic analysis: (1) marketing development; (2) products and services; (3) customer behavior; and industry support services. These four themes were divided into 10 sub-themes.

**Keywords:** halal tourism; sharia tourism; development; stakeholders; systematic literature review (SLR)

### INTRODUCTION

Notably, along with the expansion of the Muslim population, the Muslim desire to travel has also expanded dramatically during the past several years. According to the Global Muslim Travel Index (2020), there will be 156 million Muslim travellers in 2020, representing over 10% of the global tourism business and spending \$220 billion. These astounding numbers demonstrate that Muslim travellers constitute a substantial economic driver and foster the expansion of tourism that is Muslim-friendly or halal. A subcategory of Muslim-oriented tourism known as Muslim-friendly or halal tourism requires that all tourism-related goods, activities, and services adhere to Islamic principles. In a similar vein, according to Mohsin et al. (2016), halal tourism is a category of Muslim-focused travel that calls for all tourism-related goods, activities, and services to adhere to Islamic principles. As demonstrated by the creation of a multifaceted halal tourism strategy, academics are advised to identify strategic formulations that are anticipated to help both theoretically and practically. It is expected that these contributions will be made as part of the halal tourism industry. The idea of halal tourism is not thoroughly explored in the existing literature (Boğan & Sarıışık, 2019; Kasdi et al. 2019). Transparency in the article retrieval process, increased focus on high-priority research areas, and more substantial aims for reducing research bias are all ways to improve systematic reviews. Due to this, as stated by (Shaffril et al., 2019; Shaffril., 2021), it encourages researchers to come up with reliable and high-quality evidence.

A thorough literature review is one of the best ways to examine the research that has already been published. A procedure that identifies, selects, and critically evaluates the prior research in order to produce an answer is called a systematic literature review (Dewey & Drahot, 2016). Despite this fact, there are a number of studies that attempt to systematically review the formulation by stakeholders regarding halal tourism development. However, the review techniques, namely identification as a first step, screening as a second step, and eligibility steps as a final step, have not been adequately addressed. Many authors, as pointed out by Shaffril et al., 2020, would generally simply choose publications that support their research. The goal of this study is to do a thorough

review of the literature with a strong focus on the role that stakeholders play in how halal tourism development is thought of.

## METHODOLOGY

### 1. Review Protocol - ROSES

The methodology employed in this study was a review of the ROSES protocol (Reporting Standards for Systematic Evidence Syntheses). According to Haddaway et al. (2018), this guided ROSES was designed in an effort to reinforce and sustain a solid approach to producing an SLR through improved transparency and to assure the quality and maintain the standard of the review. The initial research questions for the SLR technique were developed using the PICO method, where P is for "Problem or Population," I for "Interest," and Co for "Context." This was done under the direction of ROSES. Following that, a methodology for document searching was developed and carried out in a specific multiple strategy, which included identification of selected articles, screening of the relevant articles, and determining eligibility of the articles that were used in review. Then, the author used the quality appraisal process in order to assist based on the adapted criteria outlined and proposed by Kitchenham and Charters (2007). Before each selected article was included in the review, its quality was evaluated. The selected publications were then processed in multiple steps, including data extraction and analysis. It was developed based on the PICO criteria listed in the following table (See Table 1).

Table 1

#### *PICO criteria*

##### PICO Criteria

P = Problem or Population

I = Interest

Co = Context

Halal tourism industries

Applied development of halal tourism

Empirical studies in tourism industries

### 2. Formulation of the Research Question

The mnemonic PICO, where 'P' stands for Population or Problem, 'I' stands for Interest, and 'Co' is Context was used to formulate the research questions (Lockwood et al. 2015). This allowed the author to develop the primary research topic that would be addressed in this study: "How stakeholders formulate their strategy to improve in halal tourism?"

### 3. Systematic Searching Strategies

In this process, multiple specific processes for systematic searching, which included identification as the first process, screening as the second process, and lastly, the eligibility process as proposed by Shaffril et al., (2018), were engaged to recapture the applicable articles.

#### 4. Identification

The identification of relevant research questions was the first process in the systematic literature review. In addition, the three main key words were identified: sharia tourism, development and Muslim tourism. To upgrade these keywords, the authors sought keywords with the same meaning or synonyms by referring to the keywords suggested by Scopus for keyword synonyms, using an online thesaurus, and other variations that related to the terms used. Based on this process, the result was articles from Scopus (85), ScienceDirect (155) and Google Scholar (5370). The author also used several keyword combinations, which were then processed by search functions like field code functions, phrase searches, and Boolean operators "OR or/and AND" in their advanced search in three databases: Scopus, Science Direct, and Google Scholar (see Table 2). Based on the articles that have been searched, there were a total of 5610 probable articles that have been acceptable using the database that was selected. In addition, the author used manual searching techniques for the advanced searching process. In the chosen database, the particular search string was used to find these specific pieces of information:

### 5. Screening

Screening was the second part of the research in which articles were included or removed (by manual) based on predetermined criteria (Table 3). With Kraus et al., (2020) emphasis on research field maturity, this review restricted its screening method to articles published between the years of 2015 and 2022. This timeframe was selected because the quantity of published articles was adequate

to review. The authors chose to evaluate empirical research papers because they contain primary data. Notably, only those written in English were examined to minimise confusion. The SLR purpose pertaining to development studies as one of the criteria was anticipated to boost the likelihood of getting more articles pertaining to the growth of halal tourism. Based on the results of the first stage of screening, 54 articles from Scopus, 81 articles from Science Direct, and 120 articles from Google Scholar were identified from the selected database for evaluation in the next stage. The authors then decided on the following criteria for inclusion.

Table 2

*Search strings used in the collecting data process*

Database	String
Scopus	TITLE-ABS-KEY ( ( "halal tourism" OR "sharia tourism" OR "Islamic tourism" OR "halal-friendly tourism" OR "Muslim travel" OR "Islamic tour*" OR "Muslim tourism" OR "halal hospitality" OR "halal certification" OR "Muslim travel*" OR "Muslim tourism" OR "halal holiday " OR "halal industry*" OR "halal restaurant" OR "Islamic destination" OR "Halal hotel" OR "halal product" OR "Islamic attribute" ) AND ( "development" OR "develop" OR "advancement" OR "improvement" ) AND ( "stakeholder*" OR "government" OR "travel agent*" ) )
@	
	TITLE-ABS-KEY ( ( "halal tourism" OR "sharia tourism" OR "Islamic tourism" OR "halal-friendly tourism" OR "Muslim travel" OR "Islamic tour*" OR "Muslim tourism" OR "halal hospitality" OR "halal certification" OR "Muslim travel*" OR "Muslim tourism" OR "halal holiday " OR "halal industry*" OR "halal restaurant" OR "Islamic destination" OR "Halal hotel" OR "halal product" OR "Islamic attribute" ) AND ( "development" OR "develop" OR "advancement" OR "improvement" ) AND ( "stakeholder*" OR "government" OR "travel agent*" ) ) AND ( LIMIT-TO ( SRCTYPE , "j" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ) AND ( LIMIT-TO ( PUBYEAR , 2022 ) OR LIMIT-TO ( PUBYEAR , 2021 ) OR LIMIT-TO ( PUBYEAR , 2020 ) OR LIMIT-TO ( PUBYEAR , 2019 ) OR LIMIT-TO ( PUBYEAR , 2018 ) )
ScienceDirect	("sharia tourism" OR "shariah tourism" OR "halal tourism" OR "Islamic tourism" OR "muslim tourism" OR halal hospitality") AND ("development" OR "advancement") AND ("stakeholder")
Google Scholar	("sharia tourism" OR "shariah tourism" OR "halal tourism" OR "Islamic tourism" OR "muslim tourism") AND ("development" OR "advancement" OR "strategy development") AND ("stakeholder" OR "government")

Table 3

*Inclusion and exclusion criteria*

Criterion	Inclusion	Exclusion
Timeline	2018 -2022	2017 and earlier
Document type	Article	Conference paper, review, book chapter, note, editorial, book, letter, conference review, short survey, data paper, erratum
Language	English	Non-english
Subject area	Social Science	Non social science area

A total of articles from Scopus (19), ScienceDirect (54) and Google Scholar (193) were eliminated from the review at this stage because they did not meet the inclusion criteria. Next, a total of 124 articles in Scopus (35), Science Direct (27) and Google Scholar (62) remain for review in the

subsequent phase. According to Shaffril et al., (2020), there is no definitive answer to the question of when to stop looking and how to determine if a search is comprehensive and thorough. For example, one person might think 30 articles is enough while another might think it's not enough. Some of the researchers, like Levy and Ellis (2006), came up with ways to stop looking when multiple searches using the same terms in different databases turned up the same results.

## 6. Eligibility

To determine whether the remaining papers fit the inclusion requirements, the authors scrutinised the title, abstract, and in some cases the entire text manually. During this stage, 103 were disqualified after initial title and abstract screening. Since the initial timeline was set between 2018 and 2022, 103 articles were discarded at this stage after reviewing all relevant literature. The second criterion is the type of document. They were included in journals only and excluded non-journal documents because they were not primary sources. To avoid any confusion and difficulty with translation, all non-English papers were disregarded. The ultimate number of articles evaluated for quality was 21 (see Fig. 1).

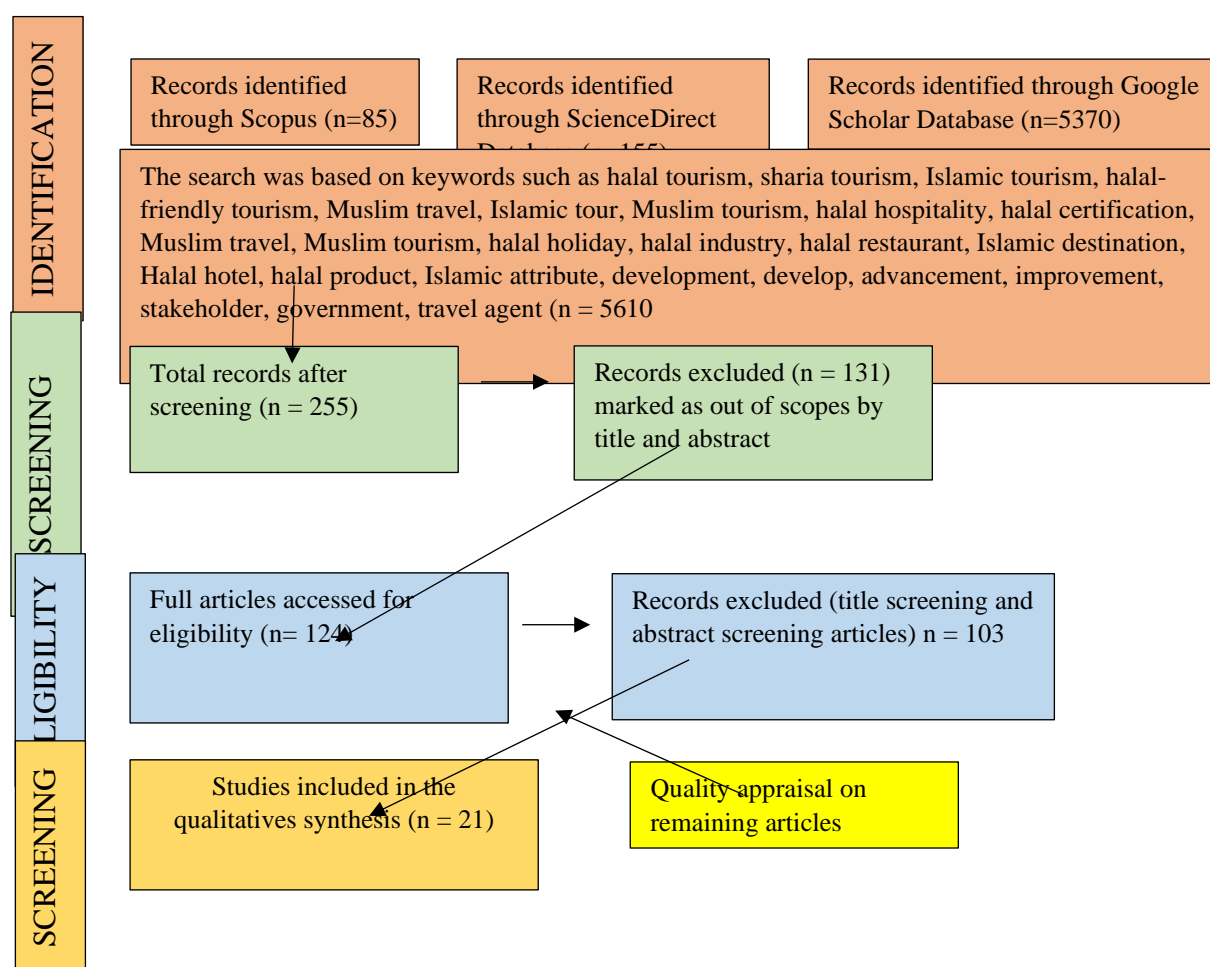


Figure 1. Flow diagram of the searching process

## 7. Quality Appraisal

Using methodology and analysis, the quality appraisal stage was carried out to make sure the chosen studies were finished successfully. Based on the quality checklist suggested by Kitchenham and Charters, the quality evaluation was made (2007). This checklist's main goal is to ensure that studies can be applied effectively for various quantitative, qualitative, and mixed method study designs. In total of the 21 articles, all articles fulfilled the criteria to be reviewed. The scoring procedure used to evaluate each quality assessment was Yes (Y)=1, Partly (P)=0.5 or No (N)=0. If the quality evaluation met at least three criteria, the articles were included in the review (See Table 4).

## 8. Data Extraction and Analyses

After selecting the PSs, we must assess the calibre of the study they give and compare it quantitatively (QAs) with the mean of Quality Assessment, as per the instructions provided by Kitchenham and Charters (2007). (QAs). As a result, six QAs were determined for the SLR:QA1. Is the purpose of the study clearly stated?

- QA2. Is the interest and the usefulness of the work clearly presented?
- QA3. Is the study methodology clearly established?
- QA4. Are the concepts of the approach clearly defined?
- QA5. Is the work compared and measured with other similar work?
- QA6. Are the limitations of the work clearly mentioned?

The scoring procedure used to evaluate each QA was:

Yes (Y)=1, Partly (P)=0.5 or No (N)=0

Table 4

### *Results of the quality assessment*

Study	Research Design	QA1	QA2	QA3	QA4	QA5	QA6	Number of criteria fulfilled	Inclusion in the review
Marlinda et al., (2022)	QL	Y	Y	Y	Y	Y	N	5/6	Y
Slamet et al., (2022)	QL	Y	Y	Y	Y	N	Y	5/6	Y
Rachmiatie et al., (2022)	QL	Y	Y	Y	Y	N	N	4/6	Y
Suhminingsih et al., (2022)	QN	Y	Y	Y	Y	N	Y	5/6	Y
Huda et al., (2021)	QL	Y	Y	Y	Y	N	Y	5/6	Y
Yusuf et al., (2021)	QL	Y	Y	Y	Y	Y	N	5/6	Y
Abbasian (2021)	QL	Y	Y	Y	Y	Y	Y	6/6	Y
Wahyudin et al., (2021)	QL	Y	Y	Y	Y	Y	Y	6/6	Y
Wannasupchue et al., (2021)	QL	Y	Y	Y	Y	N	Y	5/6	Y
Jia & Chaozhi (2021)	QL	Y	Y	Y	N	N	Y	3/6	Y
Vargas et al., (2020)	QN	Y	Y	Y	Y	Y	P	5/6	Y
Widjaja et al., (2020)	QN	N	Y	Y	Y	Y	N	4/6	Y
Utomo et al., (2020)	MM	Y	Y	Y	Y	Y	N	5/6	Y
Moshin et al., (2020)	QL	Y	Y	Y	Y	N	N	5/6	Y
Suhartanto et al., (2020)	QN	Y	Y	Y	Y	Y	Y	6/6	Y
Akhtar et al., (2020)	QN	Y	Y	Y	Y	Y	Y	6/6	Y
Al-Ansi & Han (2019)	QN	Y	Y	Y	Y	N	Y	5/6	Y
Han et al., (2019)	MM	Y	Y	Y	Y	Y	Y	6/6	Y
Muneeza et al., (2019)	QL	Y	Y	Y	Y	Y	X	5/6	Y
Perbawasari et al., (2019)	QL	Y	Y	Y	Y	Y	Y	6/6	Y



Surya et al., QN Y N Y Y Y Y 5/6 Y  
(2018)

QA = Quality Assessment; QN = Quantitative; QL = Qualitative; MX = Mixed-Method; Yes (Y)=1, Partly (P)=0.5 or No (N)=0

Table 5 *Selected primary studies*

No	Author	Year	Journal	Publisher
1	Marlinda et al.,	2022	Journal of Islamic Marketing	Emerald
2	Slamet et al.,	2022	Heliyon	Elsevier
3	Rachmiatie et al.,	2022	International Journal of Tourism Cities	Emerald
4	Suhminingsih et al.,	2022	Journal of Economic Cooperation and Development	Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)
5	Huda et al.,	2021	International Journal of Tourism Cities	Emerald
6	Yusuf et al.,	2021	Social Science and Humanities	Pertanika
7	Abbasian	2021	Sustainability	MDPI AG
8	Wannasupchue et al.,	2021	Journal of Islamic Marketing	Emerald
9	Wahyudin et al.,	2021	Journal of Islamic Marketing	Emerald
10	Jia and Chaozhi	2021	Journal of Destination Marketing & Management	Elsevier
11	Vargas et al.,	2020	International Journal of Religious Tourism and Pilgrimage	Technological University Dublin
12	Widjaja et al.,	2020	Journal of Environmental Management and Tourism	ASERS Publishing
13	Utomo et al.,	2020	Journal of Islamic Marketing	Emerald
14	Moshin et al.,	2020	Journal of Destination Marketing & Management	Elsevier
15	Suhartanto et al.,	2020	Tourism Management Perspectives	Elsevier
16	Akhtar et al.,	2020	Journal of Hospitality and Tourism Management	Elsevier
17	Al-Ansi and Han	2019	Journal of Destination Marketing & Management	Elsevier
18	Han et al.,	2019	Tourism Management	Elsevier
19	Muneeza et al.,	2019	Journal of Islamic Marketing	Emerald
20	Perbawasari et al.,	2019	Geojournal of Tourism and Geosites	Editura Universitatii din Oradea
21	Surya et al.,	2018	International Journal of Civil Engineering and Technology	IAEME Publication

## RESULTS AND DISCUSSION

### 1. Background of the Selected Studies

From 21 articles a total of two papers from China (Jia & Chaozhi, 2021; Akhtar et al., 2020), three papers from South Korean (Marlinda et al., 2022; Han et al., 2019; Al-Ansi & Han, 2019), twelve papers from Indonesia (Slamet et al., 2022; Rachmiatie et al., 2022; Suhminingsih et al., 2022; Huda

et al., 2021; Yusuf et al., 2021; Wahyudin et al., 2021; Widjaja et al., 2020; Vargas et al., 2020; Utomo et al., 2020; Suhartanto et al., 2020; Perbawasari et al., 2019; Surya et al., 2018), and Maldives (Muneeza et al., 2019), Thailand (Rachmiatie et al., 2022; Wannasupchue et al., 2021), Sweden (Abbasian, 2021), New Zealand (Moshin et al., 2020) and for one document there was combined two country in one databased Thailand and Indonesia (Rachmiatie et al., 2022) (See Fig. 2).

Based on the 21 articles, a total of 12 were focused on qualitative analyses while the other seven focused on quantitative analyses (Marlinda et al., 2022; Slamet et al., 2022; Rachmiatie et al., 2022; Huda et al., 2021; Yusuf et al., 2021; Abbasian, 2021; Wahyudin et al., 2021; Wannasupchue et al., 2021; Jia and Chaozhi, 2021; Moshin et al., 2020; Muneeza et al., 2019; Perbawasari et al., 2019). Finally, the mixed-method approach was applied in two researches (Utomo et al., 2020; Han et al., 2019) (See Fig. 3).

Under year of publication, four articles were published in 2022 (Marlinda et al. 2022; Slamet et al., 2022; Rachmiatie et al., 2022; Suhminingsih et al., 2022), six studies were published in 2021 (Huda et al., 2021; Yusuf et al., 2021; Abbasian, 2021; Wannasupchue et al., 2021; Wahyudin et al., 2021; Jia and Chaozhi, 2021), six studies were published in 2020 (Vargas et al., 2020; Widjaja et al., 2020; Utomo et al., 2020; Moshin et al., 2020; Suhartanto et al., 2020; Akhtar et al., 2020) (See Fig 4).

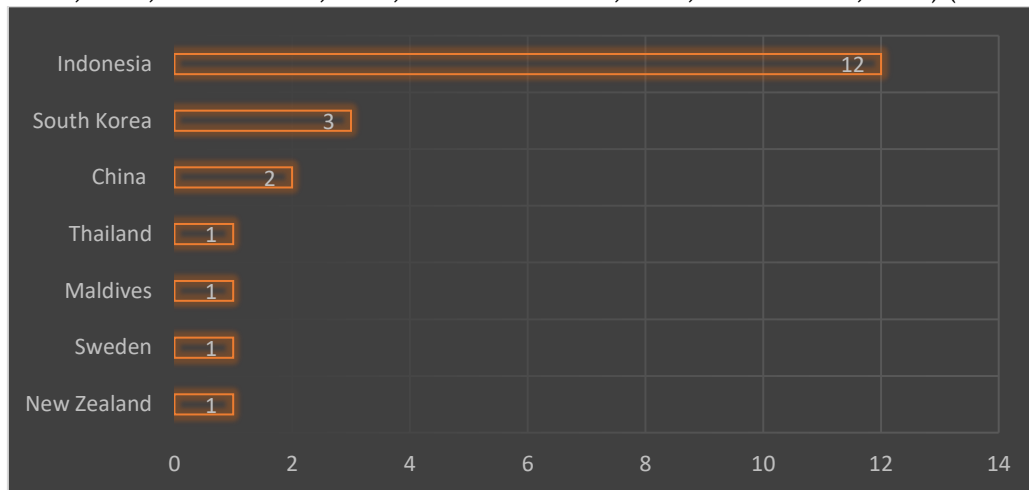


Figure 2. Countries where the selected studies were conducted related to halal tourism

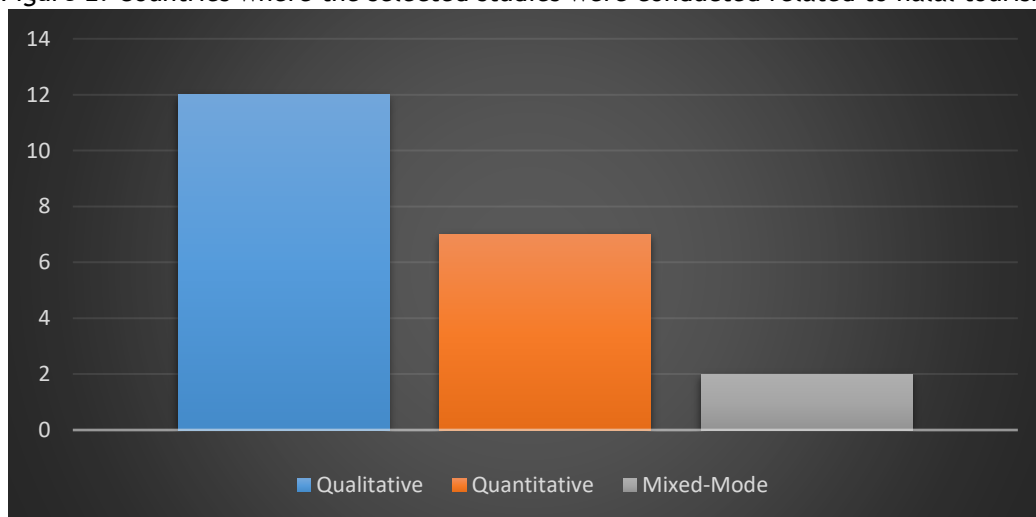


Figure 3. Research design of selected studies



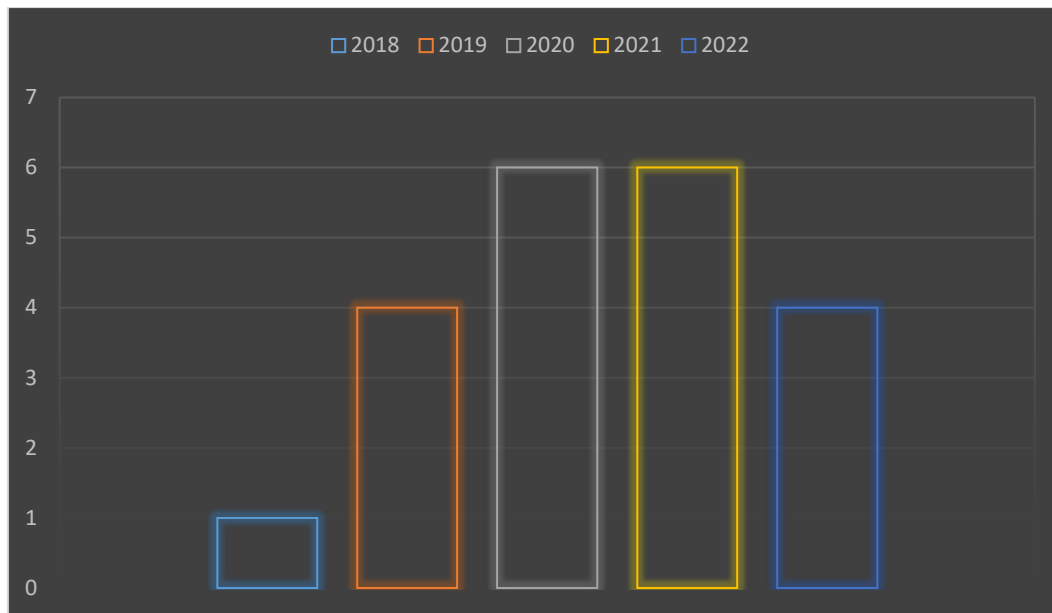


Figure 4. Year of publication based on selected studies

Table 6 Selected articles based on journal and publisher

Journal	Publisher	Total number of selected articles
Journal of Islamic Marketing	Emerald	5
Journal of Destination Marketing & Management	Elsevier	3
International Journal of Tourism Cities	Emerald	2
International Journal of Religious Tourism and Pilgrimage	Technological University Dublin	1
Tourism Management Perspectives	Elsevier	1
Journal of Hospitality and Tourism Management	Elsevier	1
Journal of Environmental Management and Tourism	ASERS Publishing	1
Tourism Management Sustainability	Elsevier	1
Geojournal of Tourism and Geosites	MDPI AG	1
Journal of Economic Cooperation and Development	Editura Universitatii din Oradea	1
	Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)	1
Heliyon	Elsevier	1
Social Science and Humanities	Pertanika	1
International Journal of Civil Engineering and Technology	IAEME Publication	1



Table 7

*Findings*

Authors/Theme	Marketing development			Product and Services			Customer behavior		Industry support services	
Sub-themes	P	DBI	AI	ASF	HLC	SE	BI	SL	GS	SHR
Marlinda et al. (2022)									✓	
Slamet et al. (2022)					✓					✓
Rachmiatie et al. (2022)					✓			✓		
Suhminingsih et al. (2022)								✓	✓	
Huda et al. (2021)	✓		✓						✓	
Yusuf et al. (2021)					✓				✓	
Abbasian (2021)				✓						
Wannasupchue et al. (2021)					✓					
Wahyudin et al. (2021)					✓					
Jia and Chaozhi (2021)					✓					
Vargas et al. (2020)										
Widjaja et al. (2020)		✓		✓						
Utomo et al. (2020)										
Moshin et al. (2020)	✓									
Suhartanto et al. (2020)		✓					✓	✓		
Akhtar et al. (2020)							✓			
Al-Hansi and Han (2019)	✓		✓	✓		✓		✓		
Han et al. (2019)		✓	✓			✓	✓			✓
Muneeza et al. (2019)			✓							
Perbawasari et al. (2019)			✓							
Surya et al. (2018)		✓		✓	✓					
	P= Promotion, DBI = Destination Brand or Destination Image, AI= Accessible Information			Availability of sufficient facilities, HLC= Halal label or Halal certification, SE=Social Environment			BI= Behavioral Intention, SL= Satisfaction and Loyalty		GS=Government Support, SHR=Strenthening Human Resources	



## 2. The Developed Themes

These studies focused thematic analysis on the development of halal tourism on 21 selected articles, resulting in five main themes, namely: marketing development, product and services, customer behavior, and industry support services. These four themes further produced ten sub-themes (See Table 7). The identification of dominant or prominent themes from the collected data of chosen earlier studies and the subsequent summarization of these data under thematic headings (Braun & Clarke, 2006). Based on the results, this SLR's main research question, "How do stakeholders come up with their plans to improve halal tourism?" was answered by four themes and ten sub-themes. These studies focused on the implementation of strategy development practises applied by the stakeholders.

## 3. Marketing Development

The first sub-theme under marketing development was promotion. It demonstrates that favourable public opinion about halal tourism in Indonesia can lead to more halal options for consumers and more successful halal tourism marketing campaigns (Huda et al., 2021). In addition, Moshin et al. 2021 revealed that in New Zealand, to strengthen its image or reputation as a halal tourism destination, the most significant initiatives include promoting diversity and developing marketing strategies with Muslim ambassadors. Thus, marketing by word-of-mouth endorsements is also incredibly effective (Moshin et al., 2021). To improve the quality of halal products and services in South Korea, it is crucial to raise staff and locals' awareness and knowledge of Islamic culture, Muslim needs, and the important role they play in influencing Muslim tourists' behaviour through media, education, and digital tools (Al-Hansi & Han, 2019).

Secondly, the next sub-theme was related to the destination brand or destination image. Some Indonesian studies found that the religiosity component in halal tourism enhances the halal experience, which in turn improves tourist post-purchase behaviour in terms of intention to return and to recommend the place (Suhartanto et al., 2021). Another study from Surya et al., (2018) stated that West Sumatra's implementers should improve the branding of halal tourist sites. It is proposed to increase security in a variety of locations, particularly at outdoor amenities and guest parking instructions. In addition, more seats should be placed to make guests feel more comfortable so they can experience the uniqueness of halal tourism. According to Han et al. (2019), locals and staff have a significant role in strengthening the affective image and overall perception of the destination among Muslim tourists. Consequently, tourism managers or tourism marketers, marketers, and policymakers in South Korea must raise employee understanding of halal services by familiarising them with the fundamental criteria of Islamic dress and morality. A destination's reputation is founded more on its emotional image than on its Islamic attributes (Widjaya et al., 2020). In order to develop tourist attractions and art events with creative dance movements that are compliant with Sharia rules, Surya et al. (2018) recommended that the management of halal tourist attractions concentrate more on tourists' requirements in regards to the concept of tourism presentation. The third sub-theme was easily accessible information about halal tourism marketing development. A study conducted by Huda et al. in 2021 demonstrated the significance of tourist attraction accessibility. Moreover, to attract more Muslim tourists, it is essential that local governments create an organised and simple tourist information system that can be accessed by anybody (Huda et al., 2021). Similarly, to Muneeza et al., (2019) stated that introducing an effective and easily available Islamic finance tool could encourage more enterprises in the tourism industry to employ halal tourist packages and services as opposed to developing conventional alternatives. Furthermore, direct and indirect information and communication routes must be built (online and offline). The information and communication channels are constructed to improve collaboration between businesspeople, the Indonesian Ulama Council/Halal Guarantee Agency, and other agencies (Perbawasari et al., 2019). Traveler destinations, including hotels, airports, attractions, and retail areas, can't perform as well as a halal-friendly destination if they don't provide halal information and services (such as brochures, guides, maps, and flyers). As an example, Muslim visitors to a destination will want to be informed about the availability of halal food and prayer spaces, and they will expect tour guides and visitor centres to provide this information. The information offered must comprise Arabic, Melayu, Indonesian, and Turkish, and take into account the ethnic, linguistic, and cultural heritage of Muslims (Al-Hansi & Han, 2019). Having separate prayer spaces for men and women in public places like hotels and shopping centres helps South Korea look more welcoming to Muslim tourists. The same principle

applies to the provision of other services, for example halal information, including guidebooks, maps, and brochures, to visitors of tourist service centres, medical centres, shopping areas, airports, metro stations, and hotels (Han et al., 2019).

#### 4. Product and Services Development

Firstly, the sub-theme under product and services development is related to the availability of sufficient facilities. A factor that contributes to a destination's reputation is the availability of appropriate facilities for Muslim tourists to perform five prayers. In addition, the provision of prayer locations takes into account hygienic conditions in which Muslims can pray, the direction of Makkah, prayer carpets, and prayer hours to facilitate worship. Other physical characteristics that are important to tourists are the availability of halal cuisine and the absence of alcohol. In specific activities or locations, the availability of women-only floors is also an issue for Muslim female visitors (Widjaya et al., 2020). The halal tourism sector is becoming increasingly established today. Not only does it deal with halal goods, such as food and drinks that do not contain any alcoholic beverages or pork, but it also deals with halal services, such as ensuring that there is no deception, fraud, or information that is kept secret from visitors (Surya et al., 2018). The availability of halal goods and services at the location, such as food and places of worship, must be specifically disclosed to Muslim visitors by tourist information centres and guides (Al-Hansi & Han, 2019). The management needs to establish additional recommendation boards at the sharia tourism destinations in Padang, Bukit Tinggi, and Pesisir Selatan Regency. And the management should upgrade and restore the present amenities, as well as clean the cave (Surya et al., 2018). When asked under what circumstances they could envision halal tourism being practised in Sweden, most of the respondents underlined more minimal adaptations, intercultural understanding and flexibility, inclusion and respect for human equality, fair trade and sustainability, and purposeful work, especially with restaurants and hotels (Abbasian, 2021).

Secondly, the next sub-theme was related to the halal label or halal certification. Halal labelling for food and hotels should be the government and industry's primary goals. (Surya et al., 2018). During the time that halal tourism was being set up in Bandung, there was some cheating going on about how legal the "halal" label was. This was done without any special certification or oversight from the local government. From the start, the Bandung government used the word "halal tourism." Stakeholders realised that putting a "halal logo" on their products or businesses would help them grow, even though they didn't fully understand what "halal tourism" meant. (Wahyudin et al., 2021). Thus, studies by Yusuf et al., (2021) stated two major concerns facing the burgeoning halal tourist sector are halal certification for hotels and restaurants and more diversity and inclusion in the sector's amenity offerings, workforce, and special events planning (Yusuf et al., 2021). Similar to what Rachmatie et al., (2022) stated, research is concerned with halal certification in halal hotels based on industry perception value in both Indonesia and Thailand. A study from Wannasupchue et al., (2021) stated that from the perspective of certified restaurants in north-eastern Thailand, three themes were identified as obstacles to gaining halal certification: a complicated certification procedure, a lack of restaurant owner commitment, and a high halal certification charge. The halal label and certification of a restaurant indicate that its food has undergone rigorous examination in accordance with Islamic principles (Jia & Chaozhi, 2021). Though it is insufficient to see halal tourism as an economic commodity marketed and promoted merely under the Halal Tourism label, the government must understand its concept (Slamet et al., 2020). The social environment was the subject of the third sub-theme. Han et al. (2019) found that South Korea's business management and tourism stakeholders might explore improving the ambiance and physical environment to be more Sharia-compliant, such as by removing nudity from decorations, patterns, and paintings at tourist locations. Additionally, places where haram activities such as in places like nightclubs, red light districts, gambling, and bars or where haram goods are present should not offer halal-friendly products and services. To further improve South Korea's impression as a halal-friendly destination, it is important for couples to refrain from displaying overt displays of affection in public places, including parks, beaches, shopping areas, transit, and other tourist spots (Han et al., 2019). Similarly, the study by Al-Hansi and Han, (2019) stated a tourist destination's reputation can also be made by its social environment and atmosphere. The social environment of a location is made up of a variety of tangible and intangible elements, such as decorations, paintings, the ambiance, or any casino or gambling activities that are severely discouraged in locations including airports, hotels, national

parks, entertainment venues, shopping malls, and areas where people go to enjoy themselves. It is suggested that a place's social environment and atmosphere should be like Islamic arts, architecture, and designs from Andalusian, Persian, Arabian, and Turkish cultures. This gives the place's image as a diverse society more positive values and attitudes.

### 5. Customer Behavior

The first sub-theme is related to behavioural intention. Muslim tourists were more likely to return to a destination and more likely to recommend it if they had a positive emotional and overall impression of the place. Configurational modelling revealed that the presence of all halal-friendly characteristics in non-Muslim locations produced a significant amount of affective and general location perception (Han et al., 2019). To put it another way, serving halal food and beverages at a tourist site is essential for meeting the desired destination, entire appearance, and behavioural purpose of Muslim travellers (Han et al., 2019). Thus, a study by Akhtar et al., (2020) stated that inconsistent characteristics of halal restaurants induce consumers' attitude ambivalence, which fosters psychological discomfort and, in turn, negative behavioural intentions. In addition, findings from Suhartanto et al., (2021) indicate that recreational experiences have a greater impact on halal tourists' happiness and behaviour intention than halal products and services encountered during vacation.

Secondly, the next sub-theme was related to satisfaction and loyalty. The study demonstrates that tourism in Indonesia motivates tourists to seek out Islamic services and that Islamic goods have a major impact on tourists' fidelity. These results indicate that the motive of Islamic characteristics has a substantial impact on the satisfaction of tourist visits (Susminingsih et al., 2022). Research conducted in Indonesia reveals that interest in Islamic services and goods is mostly driven by the country's tourism industry (Susminingsih et al., 2022). As an alternative, the satisfaction of the primary target market determines perceived value. Customer happiness is the key performance indicator when the consumer is the main priority. Since tourists make up the bulk of a typical hotel's customers, their preferences serve as the foundation for determining the worth of quality. Halal values are unlikely to be applied (in the context of Indonesia) when it is established that tourists have no discernible preferences for halal standards, and conversely in the context of Thailand (Rachmatie et al., 2022). Thus, the religiosity element increases the halal experience, which in turn influences the post-purchase behaviour of tourists in terms of their intention to return and to recommend the place (Suhartanto et al., 2020). Another discovery, which used multidimensional constructs of halal-friendly destination performances, added to our understanding of the distinctive qualities that contributed to the improvement of the quality of halal tourism products and services provided at a tourist destination. According to the SEM findings, the value of a halal-friendly venue was significantly influenced by six performance factors, including meals and food, facilities and amenities, social atmosphere and ambiance, information and services, uniforms and attire, and local residences and personnel. If hotels, restaurants, airports, and even shopping malls offered high-quality halal food and meals, tourists would have a better experience and be more likely to spend more money and return (Al-Hansi & Han, 2019).

### 6. Industry Support Services

The first sub-theme under industry support services was government support. The concept is working out well overall with the full backing of the Seoul administration and even the South Korean government, which encourages institutions or communities to actively participate in the sector's development, as it does not just happen naturally. As is common knowledge (Marlinda et al., 2022), South Korea is neither a Muslim country nor a majority-Muslim country. Furthermore, by emphasising the importance of Islamic principles on tourist behavior, influence the decision-making process of each component of government tourism through transportation and services (Susminingsih et al., 2022). On the other hand, government support will assist in the organisation of socialisation activities within the community, thereby increasing public awareness of halal tourism and boosting the choice of halal products or services (Huda et al., 2021). Additionally, it is envisaged that halal tourist management would concentrate on operational, marketing, industrial, and institutional advancements. Both government policy and the Islamic financial industry must fully support these three things (Yusuf et al., 2021).

Secondly, the next sub-theme under industry support services was strengthening human resources or training. Tourism managers, marketers, and policymakers in South Korea must instruct their staff on the fundamentals of Islamic dress and morality in order to raise employee awareness of halal services (Han et al., 2019). To further implement the natural concept, the government must approach the district head of a region designated as a tourist attraction. Building human resources and institutional structures must be appropriately prepared, which calls for facilities, infrastructure, and the accessibility of halal food (Slamet et al., 2022).

## 7. Discussion

In terms of practical implications, the review concluded that tourism managers, restaurant managers, and policymakers in China need to know what Muslim tourists want and try to reduce the number of conflicting factors that make people unsure of how to act. For example, people who work in halal restaurants should know how to greet Muslim tourists and how to provide halal services in accordance with Islamic Sharia Law (Al-Akhtar et al., 2020). According to Widjaya et al., (2020), it is necessary to properly prepare institutional structures and human resources, which necessitates the availability of halal food as well as facilities and infrastructure. These include providing full support to potential entrepreneurs, entrepreneurs, and businesses in the halal hospitality industry, halal food restaurants, and retail sectors are among these strategies (for example, policy and tax). In terms of Islamic attributes, to build a better reputation, both physical and non-physical qualities need to be improved (Widjaya et al., 2020). This study also discovered that managers who follow the halal principle in their businesses frequently enhance their brands by incorporating Middle Eastern cultural and physical characteristics as opposed to upholding the generally recognised requirements of a hotel to be nice, hygienic, safe, and secure (Rachmiatie et al., 2022).

## CONCLUSION

This study's primary objective is to systematically examine the development of halal tourism as formulated by stakeholders. In this study, 21 papers were evaluated for quality using an SLR technique. Additionally, as the review was dependent on the study design's heterogeneity, a thematic analysis of the 21 articles that were chosen produced four major themes: (1) development of marketing; (2) development of products and services; (3) customer behaviour; and (4) support services for the industry. Ten sub-themes were created from these themes. According to the analysis, advertising, destination image or branding, variety, and easily accessible information can all boost marketing development. These approaches will enable tourism marketers to more effectively allocate their resources in order to draw in more tourists. The analysis also came to the conclusion that the development of products and services, such as the availability of adequate facilities, halal labelling or halal certification, and lastly, the social context, are essential for the development of halal tourism. Furthermore, behavioural intention, satisfaction, and loyalty are important in forming a high degree of affective and boosted intention revisit for Muslim travellers. Lastly, the review also concluded that under industry support services were government support and strengthening human resources or training. However, this study has a number of limitations. Only three databases (Scopus, Science Direct, and Google Scholar) were employed in this research, despite Gusenbauer and Haddaway (2020) stating that 14 databases have the capacity to search for relevant papers. Secondly, the quality assessment based on the quality checklist specified as proposed by Kitchenham and Charters (2007). The main goal of this checklist is to make sure that studies can be used in a variety of ways, including qualitative, quantitative, and mixed methods. As a result, it is suggested that in the future, instead of 21 articles, various assessment tools be used to examine a larger number of articles.


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