

# FOCUS STUDY ON HALAL TOURISM PROMOTION

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## ABSTRACT

*Halal tourism is a type of tourism that follows the rules and principles of Islamic sharia. This includes services and facilities designed to meet the needs of Muslim travelers, such as Halal food, access to mosques or places of worship, separate accommodation for men and women, and recommended modest dress. This study utilised a systematic review on halal tourism promotion scopus database from 2021-2023. In this research, the keyword used is "Halal tourism promotion" in the Scopus database. After conducting the screening, the researchers found 6 articles that met the predetermined criteria. The focus of the entire research is Group model building, System dynamics, Causal loop diagram, Alternative tourism, Mass tourism, CrescentRating, Non-mass tourism, Sweden; secularism; adaptations; values; gender equity; Muslim friendly tourism, strategic model, tourism development, Destination image, Travel motivation, Religiosity, Islamic attributes of destination, Visiting intention, Destination competitiveness, Intention to visit, Perceived behavioral control, Perceived value, and Trust. The promotion of halal tourism is very important in meeting the increasing needs of Muslim tourists, boosting the local economy, building a positive image of a tourist destination, and increasing intercultural understanding and harmony.*

**Keywords :** *Halal Tourism; Promotion; Systematic Review*

## INTRODUCTION

Halal tourism is a type of tourism that follows the rules and principles of Islamic sharia (Boğan and Saruşik 2019). This includes services and facilities designed to meet the needs of Muslim travelers, such as Halal food, access to mosques or places of worship, separate accommodation for men and women, and recommended modest dress.

Halal tourism also includes activities and destinations that are in accordance with Islamic teachings, such as visits to Islamic historical sites, amusement parks that do not involve alcohol or gambling, and family vacation options that accommodate Muslim family activities (Rahman et al. 2020).

Halal tourism has become a rapidly growing market worldwide (Azam, Abdullah, and Razak 2019). This is caused by the increasing number of Muslim tourists who want to enjoy holidays in a way that is in accordance with the principles of Islamic sharia. In addition, halal tourism also encourages economic growth and promotes better intercultural understanding.

In an economic context, halal tourism can be an important source of income for countries or regions that have facilities and services that meet halal tourism standards (Adinugraha et al. 2021). Halal tourism promotes employment and income growth for local residents through investment, infrastructure development, and increased demand for products and services that comply with Islamic sharia principles.

Halal tourism also has the potential to increase environmental awareness (Vargas-Sanchez, Hariani, and Wijayanti 2020). The principles of Islamic sharia encourage respect for nature and the environment. Therefore, halal tourism can promote responsible and sustainable holiday activities, such as eco-tourism, which considers the environmental impact of holiday activities.

In addition, halal tourism can increase intercultural understanding. In halal tourism, Muslim and non-Muslim tourists can interact and understand each other better through holiday activities that comply with Islamic sharia principles (Dabphet 2021). This can increase intercultural awareness and tolerance and promote dialogue between religions.

Even though Halal tourism is becoming an increasingly popular and profitable trend for the tourism industry, there are still some issues that need to be addressed (Moshin, Brochado, and Rodrigues 2020; Rasul 2019). The first problem is the lack of understanding about halal tourism. Many people do not understand the concept of halal tourism and how to meet the needs of Muslim tourists. The second problem is the lack of facilities and services that meet Halal tourism standards, which requires better investment and development. Apart from that, different interpretations of what is halal, lack of promotion and marketing, as well as cultural and environmental issues are also problems in the development of halal tourism. Therefore, there is a need for cooperation between the government, the tourism industry, and the community to understand and overcome this problem. Greater investment in facilities and services that meet halal tourism standards and more aggressive promotion is also needed to increase the quality and quantity of the halal tourism market.

The focus of this study on halal tourism promotion, and it employs a systematic review methodology with the goal of presenting an accurate and trustworthy synthesis of the relevant literature while minimising bias and analytical errors (Triansyah, Resti Ramadhaniyati, Dwi, et al. 2023). Systematic reviews are distinct from other review techniques like bibliometric reviews, which are designed to spot trends and research concentrations in a specific field (Triansyah, Mitayana, Yanti, et al. 2023; Triansyah, Ashari Gunawan, and Ramadhaniyati 2023; Triansyah, Suwatno, and Machmud 2023; Triansyah, Suwatno, and Supardi 2023).

## **LITERATURE REVIEW**

### **Halal Tourism**

Halal tourism is a form of travel that satisfies the requirements and tastes of Muslim tourists (Sthapit, Björk, and Piramanayagam 2023). It is founded on Islamic ideas and practices, which include offering halal food and drinks, providing facilities for prayer and prayer advice, and fostering an atmosphere that is supportive of Islamic ideals and ethics.

Halal tourism is rising in popularity, especially among Muslim tourists looking for locations that adhere to their religious customs and beliefs. It includes a broad spectrum of pursuits, from religious journeys to recreational and adventurous pursuits, such beach getaways, wildlife exploration, and cultural encounters.

Halal tourism not only satisfies the religious needs of Muslim visitors but also fosters intercultural dialogue and mutual respect across many nations and groups. It provides opportunity for people from various origins to become more respectful of and appreciative of one another by teaching them about each other's cultures, traditions, and way of life.

The worldwide tourism industry now receives a significant economic boost from halal tourism. In a variety of industries, including food and beverage, hotel, transportation, and travel services, it has generated new business prospects and jobs. Halal tourism has enormous potential, and numerous governments and tourist places are investing in its growth and promotion.

### **Promotion**

Promotion is a marketing strategy used to increase consumer interest and awareness of a good or service before persuading them to buy it (Ketter and Avraham 2021). Along with the following essential components of the marketing mix: product, price, and place (distribution), it is one of them.

Advertising, public relations, personal selling, and sales promotion are just a few examples of the many ways that promotion can be done. Advertising is a form of sponsored communication that reaches a target audience through a variety of media platforms, including television, radio, newspapers, magazines, billboards, and online platforms. On the other side, public relations focuses on creating and preserving a favorable image and reputation for a company or organization through media attention, events, and community involvement. While sales promotion employs incentives like discounts, vouchers, and competitions to drive quick sales, personal selling entails direct connection between a salesperson and a potential consumer.

On the basis of the product, target market, and desired results, promotion strategies are created. The purpose of promotion is to raise knowledge of the brand, pique interest, prod consumers to try the product, and eventually, to cultivate repeat business and customer loyalty. To reach a larger audience and communicate with clients in a more personalized and engaging way in the modern digital age, promotion also involves utilizing a variety of online platforms and social media channels.

## RESEARCH METHOD

This study utilised a systematic review on halal tourism promotion scopus database from 2021-2023. A systematic review is a form of research study that seeks to answer a particular research question by systematically identifying, selecting, and evaluating all relevant evidence. This methodology is characterised by a comprehensive search strategy designed to identify all relevant published and unpublished work on a topic, a systematic integration of search results, and a critique of the quantity, nature, and quality of evidence in relation to a specific research question. Systematic reviews are regarded as providing the highest level of evidence on the evidence pyramid and are conducted according to rigorous research methodology. (Caldwell and Bennett 2020; Siddaway, Wood, and Hedges 2019). In this research, the keyword used is "Halal tourism promotion" in the Scopus database. After conducting the screening, the researchers found 6 articles that met the predetermined criteria.

## RESULT AND DISCUSSION

### Focus of research on factors affecting employee performance

**Table 1.** Focus study factors affecting employee performance

No	Author	Year	Focus Study
1	(Abbasian 2021)	2021	Get insight into the perception of Halal tourism in Sweden among representatives of tourism stakeholders.
2	(Huda et al. 2021)	2021	Explores and expands on various issues that emerge in the field related to halal tourism in Aceh from different perspectives, focusing on identifying the main problems and providing solutions to those problems, also determines and proposes a halal tourism development strategy based on expert insight
3	(Huda et al. 2022)	2022	Islamic attributes and activities need to be developed in compliance with the halal concept to attract potential Muslim tourists and ensure the success of halal tourism. Although the literature shows that many factors can influence the success of halal tourism, a complete picture of the success factors of halal tourism in a city is still very limited. As

			such, this explorative study aims to examine stakeholders' perspectives regarding the antecedents of halal tourism success and the benefits of halal tourism for the city
4	(Juliana et al. 2022)	2022	Investigate the relationship between destination image (DI), travel motivation, religiosity, Islamic attributes of destination and the Muslim millennial's visiting intention to halal tourist attraction
5	(Rhama 2022)	2022	Identify whether halal tourism, as advocated by Mastercard-Crescent Rating guidelines on halal tourism can be considered as supporting sustainable tourism
6	(Lestari, Saidah, and Aliya Putri 2023)	2023	Explore the effect of three destination competitiveness attributes: core resources and attractors, supporting factors and destination management on the tourist perceived behavioral control, perceived value, trust and tourists' intention to visit halal tourism destination in Indonesia

The focus of the entire research is Group model building, System dynamics, Causal loop diagram, Alternative tourism, Mass tourism, CrescentRating, Non-mass tourism, Sweden; secularism; adaptations; values; gender equity; Muslim friendly tourism, strategic model, tourism development, Destination image, Travel motivation, Religiosity, Islamic attributes of destination, Visiting intention, Destination competitiveness, Intention to visit, Perceived behavioral control, Perceived value, and Trust.

Some research like that done by Abbasian (2021) aims to get insight into the perception of Halal tourism in Sweden among representatives of tourism stakeholders. The results indicate that there is a low knowledge of Halal tourism in Sweden including Swedish tourism industry. The concept is very challenging, and profits are low. It might result in problem scenarios such as detrimental effects on non-Halal tourism, cultural difficulties and increased risk of xenophobia, anti-Islamism, and tension in the society. There is low interest for Sweden among Muslim tourists as the interest and priority for Halal tourism is rather low from Swedish tourism industry. Despite Halal tourism's importance internationally, these representatives are rather cautious and doubtful about promotion of Sweden towards this niche.

Huda et al. (2021), aims to explores and expands on various issues that emerge in the field related to halal tourism in Aceh from different perspectives, focusing on identifying the main problems and providing solutions to those problems, also determines and proposes a halal tourism development strategy based on expert insight. The study provides empirical insights about halal tourism in Aceh, which focuses on the root issues, the outcome of solutions, and the determination of a strategy for future development. Government-related issues are the main priority, followed by community

and then business related issues. The rules of implementation regarding halal tourism in Aceh have not reached the community. Therefore, socialisation, communication, and massive promotion efforts by the central and local governments are essential. By implementing a functional synergy between government, businesses and local community in Aceh, halal tourism goals can be realised.

Juliana et al. (2022), aims to investigate the relationship between destination image (DI), travel motivation, religiosity, Islamic attributes of destination and the Muslim millennial's visiting intention to halal tourist attraction. This study shows that there is significant relationship positively between travel motivation, religiosity, Islamic attributes of destination and Muslim millennials' visiting intention to Lombok as halal tourist attraction. However, the DI shows insignificant impact on Muslim millennials' visiting intention. The results confirm that travel motivation, religiosity and Islamic attributes of destination are highly important in encouraging the intention of Muslim millennials to visit halal tourist attraction.

Lestari, Saidah, and Aliya Putri (2023), aims to explore the effect of three destination competitiveness attributes: core resources and attractors, supporting factors and destination management on the tourist perceived behavioral control, perceived value, trust and tourists' intention to visit halal tourism destination in Indonesia. The results show that perceived behavioral control, perceived value and trust directly influences the intention to visit halal tourism. Subsequently, supporting factors also directly affect the intention to visit halal tourism, whereas the other attributes of destination competitiveness that is core resources and attractors and destination management have an indirect relationship or act as mediating variable to the intention. Destination management performs as a driving force of intention to visit halal tourism through the three variables, namely, perceived behavioral control, perceived value and trust. Meanwhile, core resources and attractors only have an indirect relationship through trust.

Considering the promotion of halal tourism is very important because it can help increase the interest of Muslim tourists to visit a tourist destination. Therefore, the promotion of halal tourism is very important in meeting the increasing needs of Muslim tourists, boosting the local economy, building a positive image of a tourist destination, and increasing intercultural understanding and harmony.

## **CONCLUSION**

Halal tourism is a form of travel that satisfies the requirements and tastes of Muslim tourists. It is founded on Islamic ideas and practices, which include offering halal food and drinks, providing facilities for prayer and prayer advice, and fostering an atmosphere that is supportive of Islamic ideals and ethics. The focus of the entire research is Group model building, System dynamics, Causal loop diagram, Alternative tourism, Mass tourism, CrescentRating, Non-mass tourism, Sweden; secularism; adaptations; values; gender equity; Muslim friendly tourism, strategic model, tourism development, Destination image, Travel motivation, Religiosity, Islamic attributes of destination, Visiting intention, Destination competitiveness, Intention to visit, Perceived behavioral control, Perceived value, and Trust. Considering the promotion of halal tourism is very important because it can help increase the interest of Muslim

tourists to visit a tourist destination. Therefore, the promotion of halal tourism is very important in meeting the increasing needs of Muslim tourists, boosting the local economy, building a positive image of a tourist destination, and increasing intercultural understanding and harmony.

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