

## Model Antecedents of Halal Tourism: A Review

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### ABSTRACT

**Submitted:** 12-17,2023 **Purpose of the study** — The purpose of this study was to examine the antecedents of halal tourism and their implications for destination development and marketing.

**Research method**— The research method employed was a systematic literature review, which involved searching and analyzing relevant scholarly articles and publications.

**Accepted:** 01-11, 2024 **Result**— The results of the study revealed several key findings. Destination attributes, including halal-friendly facilities and services, emerged as crucial factors in attracting Muslim travelers. Effective marketing and promotion strategies, infrastructure and services, cultural and religious considerations, and socio-economic factors were also

**Published:** 01-30, 2024 identified as significant determinants of halal tourism. These findings contribute to a better understanding of the factors that shape the growth and success of halal tourism

**Conclusion**— The antecedents of halal tourism play a vital role in attracting and satisfying the needs of Muslim travelers. Destinations and tourism stakeholders should consider these factors in their planning, development, and marketing efforts to tap into the growing halal tourism market. The practical implications of this study suggest that investing in halal-friendly facilities, implementing targeted marketing strategies, and respecting cultural and religious practices can enhance the competitiveness and sustainability of destinations in the halal tourism industry.

**Keywords:** *Halal Tourism, Antecedents, Destination Attributes, Marketing, Infrastructure, Cultural Considerations, Socio-Economic Factors.*



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## INTRODUCTION

In recent years, the global tourism industry has witnessed a significant shift in consumer preferences and demands. One emerging trend that has garnered considerable attention is the rise of halal tourism (Rogerson & Rogerson, 2021). Halal tourism refers to travel activities and services that comply with Islamic principles and cater to the specific needs and requirements of Muslim travelers (Ekka, 2024). This niche market has gained traction due to the increasing

number of Muslim travelers worldwide, as well as the growing awareness and adherence to Islamic practices.

The concept of halal tourism encompasses a wide range of aspects, including accommodation, food and beverage, transportation, leisure activities, and entertainment, all of which adhere to Islamic guidelines (Huda et al., 2021). Muslim travelers seek destinations and services that offer a halal-friendly environment, where they can comfortably practice their faith while enjoying their travel experiences (Battour et al., 2023).

Despite the growing interest in halal tourism, there is a dearth of comprehensive studies that systematically explore and analyze its antecedents. Understanding the factors that influence the development and success of halal tourism is crucial for destinations, tourism operators, and policymakers to effectively cater to the needs of Muslim travelers and tap into this potentially lucrative market.

This review aims to address this research gap by providing a comprehensive overview of the antecedents of halal tourism. By examining the existing literature and synthesizing key findings, this study intends to shed light on the factors that contribute to the growth and sustainability of halal tourism. Furthermore, it seeks to identify potential areas for future research and provide practical implications for tourism stakeholders interested in attracting and serving Muslim travelers.

The novelty of this research lies in its systematic review approach, which consolidates and analyzes the current body of knowledge on halal tourism antecedents. By critically evaluating the existing literature, this study will contribute to the theoretical understanding of halal tourism and offer insights into its practical implications. Ultimately, this research endeavor aims to contribute to the development of strategies and initiatives that foster the growth and success of halal tourism in various destinations around the world.

In the following sections, this review will discuss the key antecedents of halal tourism based on the existing literature, including destination attributes, marketing and promotion, infrastructure and services, cultural and religious factors, and socio-economic considerations. It will also highlight the gaps in current knowledge and propose avenues for future research, emphasizing the need for a more comprehensive understanding of halal tourism and its potential impact on the global tourism industry.

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

To support the importance of antecedents in halal tourism, there are several theories that can be used as a basis for research and deeper understanding. Here are some relevant theories:

### ***Theory of Planned Behavior:***

This theory states that a person's behavior is influenced by their intentions, which are determined by attitudes, subjective norms, and behavioral control (Ajzen & Schmidt, 2020). In the context of halal tourism, factors such as attitudes towards halal-friendly destinations, social norms that support halal tourism, and perceptions of control in meeting halal needs, can influence the intentions and behavior of Muslim tourists in choosing halal destinations.

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### ***Push-Pull Theory***

This theory explains that tourists are influenced by "push" factors that encourage them to travel (e.g., desire to experience a new culture, seeking relaxation) (Soldatenko et al., 2023), as well as "pull" factors that attract them to a destination (e.g., destination attributes, facilities and services) (Su et al., 2020). In halal tourism, push factors such as the desire to carry out worship comfortably and pull factors such as the availability of halal facilities can influence Muslim tourists' interests and decisions in choosing halal destinations.

### ***Maslow's Hierarchy of Needs***

This theory describes a hierarchy of human needs, starting from physiological needs to self-actualization needs. In the context of halal tourism, needs such as halal food, worship facilities, and a safe and comfortable environment can be linked to physiological and security needs (Zafran, 2022). Destinations that meet these needs can attract Muslim tourists who seek safety and comfort in their travels.

### ***Social Exchange Theory***

This theory focuses on exchanges between individuals in social relationships (Gergen, 2021). In halal tourism, there is an exchange that occurs between Muslim tourists and halal-friendly destinations. Tourists provide financial support and loyalty, while destinations provide facilities and services that comply with halal needs (Harahsheh et al., 2020). This theory can help explain the importance of understanding the needs and preferences of Muslim tourists, as well as developing mutually beneficial relationships between tourists and halal destinations.

Comprehensive review of the literature on the antecedents of halal tourism, It examines previous studies that have investigated various factors contributing to the development and success of halal tourism. By synthesizing and analyzing the existing body of knowledge, this review aims to identify key antecedents and their implications for the growth and sustainability of halal tourism.

#### ***1. Destination Attributes***

One of the primary factors influencing halal tourism is destination attributes (Junaidi, 2020). Previous studies have highlighted the importance of destinations offering halal-friendly environments, including the availability of halal food, prayer facilities, and accommodation that adheres to Islamic principles (Mannaa, 2020). Additionally, factors such as safety, cleanliness, and hospitality have been found to significantly impact Muslim travelers' destination choices (Hassani & Moghavvemi, 2020). Understanding the specific destination attributes that attract and cater to the needs of Muslim travelers is crucial for destinations aiming to tap into the halal tourism market.

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## *2. Marketing and Promotion:*

Effective marketing and promotion strategies play a vital role in attracting Muslim travelers to halal-friendly destinations (Ekka, 2024). Studies have emphasized the significance of targeted marketing campaigns that highlight the halal offerings and facilities available at a particular destination. Utilizing digital platforms, social media, and online travel agencies tailored to Muslim travelers can enhance the visibility and appeal of halal tourism destinations (Hariani & Hanafiah, 2023). Moreover, collaborations between tourism stakeholders, such as tour operators, hotels, and local authorities, are essential for successful marketing initiatives (Kiryuk et al., 2020).

## *3. Infrastructure and Services:*

The availability and quality of infrastructure and services are key determinants of the attractiveness of a destination for halal tourism (Juliana et al., 2023). Studies have suggested that offering reliable transportation options, including halal-friendly airlines and airport facilities, can positively influence Muslim travelers' decision-making processes (Mursid & Anoraga, 2022). Furthermore, the provision of halal-certified accommodation, including hotels and resorts, as well as the availability of prayer facilities and halal food outlets, are crucial considerations for Muslim travelers (Abukhalifeh et al., 2020). Accessible and well-maintained infrastructure and services contribute to the overall satisfaction and experience of halal tourists.

## *4. Cultural and Religious Factors:*

Cultural and religious factors play a significant role in shaping the preferences and behaviors of Muslim travelers (Hassani & Moghavvemi, 2020). Studies have highlighted the importance of cultural sensitivity and respect for Islamic traditions and practices in destination offerings. Understanding and catering to the specific needs of Muslim travelers, such as providing separate swimming pools and spa facilities for men and women or offering gender-segregated prayer spaces, contribute to creating a welcoming and inclusive environment for halal tourists (Rehman, 2022). Incorporating local cultural experiences and activities that align with Islamic values can also enhance the attractiveness of a destination for Muslim travelers.

## *5. Socio-Economic Considerations:*

Socio-economic factors, including income, education, and social status, influence Muslim travelers' decision-making processes in halal tourism (Syamsurrijal et al., 2023). Studies have indicated that Muslim travelers with higher income levels and educational backgrounds are more likely to engage in halal tourism activities. Furthermore, the presence of Muslim-friendly economic policies, such as tax incentives or investment opportunities, can attract halal tourism

investments and facilitate the growth of this sector. Understanding the socio-economic considerations of Muslim travelers is essential for destinations and tourism stakeholders to effectively target and serve this market segment (Huda et al., 2022).

## **METHOD**

This review adopts a systematic approach to gather and analyze relevant literature on the antecedents of halal tourism. The following sections outline the methodology employed in this study, including participant sampling, study design, measures, and data analysis (Mengist et al., 2020).

### ***Participant Sampling:***

The participant sampling in this review was based on a comprehensive search of academic databases, including but not limited to, Scopus, Web of Science, and Google Scholar. The search strategy involved the use of keywords such as "halal tourism," "Muslim travelers," "Islamic tourism," and "faith-based travel." Additionally, relevant journals and conference proceedings in the field of tourism, hospitality, and Islamic studies were also explored.

### ***Study Design:***

As a review paper, this study does not involve primary data collection. Instead, it focuses on synthesizing and analyzing existing literature. The review encompasses both qualitative and quantitative studies that investigate the antecedents of halal tourism. The inclusion criteria for the selected articles were relevance to the topic, empirical research design, and publication in peer-reviewed journals. Studies published in English between the years 2000 and 2022 were considered.

### ***Measures:***

Given the nature of this review, specific measures were not applicable. Instead, the focus was on extracting and analyzing relevant findings and themes from the selected studies. The extracted information included the research objectives, methodology, sample characteristics, key variables, and main findings related to the antecedents of halal tourism.

### ***Data Analysis:***

The data analysis process involved a systematic examination and synthesis of the selected studies. Initially, a thorough reading and comprehension of each article were conducted to identify key themes and findings related to the antecedents of halal tourism. The extracted information was then organized and categorized based on common themes and concepts. The

findings were analyzed using a narrative synthesis approach, which involved the integration and interpretation of the results from the selected studies.

## **RESULTS AND DISCUSSION**

The synthesis of the literature on the antecedents of halal tourism reveals several key findings and trends. This section presents the results and discusses their implications for the growth and sustainability of halal tourism.

### ***Destination Attributes:***

The availability of halal-friendly facilities and services emerged as a crucial factor in attracting Muslim travelers. Destinations that offer a wide range of halal food options, prayer facilities, and accommodation that adheres to Islamic principles are more likely to appeal to this market segment. Moreover, factors such as safety, cleanliness, and hospitality play a significant role in destination choices for Muslim travelers. Destinations that can effectively provide and promote these attributes have a competitive advantage in the halal tourism market.

### ***Marketing and Promotion:***

Effective marketing and promotion strategies are vital for attracting Muslim travelers to halal-friendly destinations. Targeted campaigns that highlight the halal offerings and facilities at a particular destination play a crucial role in capturing the attention of this market segment. Utilizing digital platforms, social media, and online travel agencies tailored to Muslim travelers can enhance visibility and appeal. Collaborations among tourism stakeholders, including tour operators, hotels, and local authorities, are also essential for successful marketing initiatives.

### ***Infrastructure and Services:***

Infrastructure and services significantly influence the attractiveness of a destination for halal tourism. Reliable transportation options, such as halal-friendly airlines and airport facilities, are important considerations for Muslim travelers. The availability of halal-certified accommodation, prayer facilities, and halal food outlets are also key factors. Well-maintained infrastructure and services contribute to the overall satisfaction and experience of halal tourists. Investments in improving and expanding infrastructure and services can enhance a destination's competitiveness in the halal tourism market.

### ***Cultural and Religious Factors:***

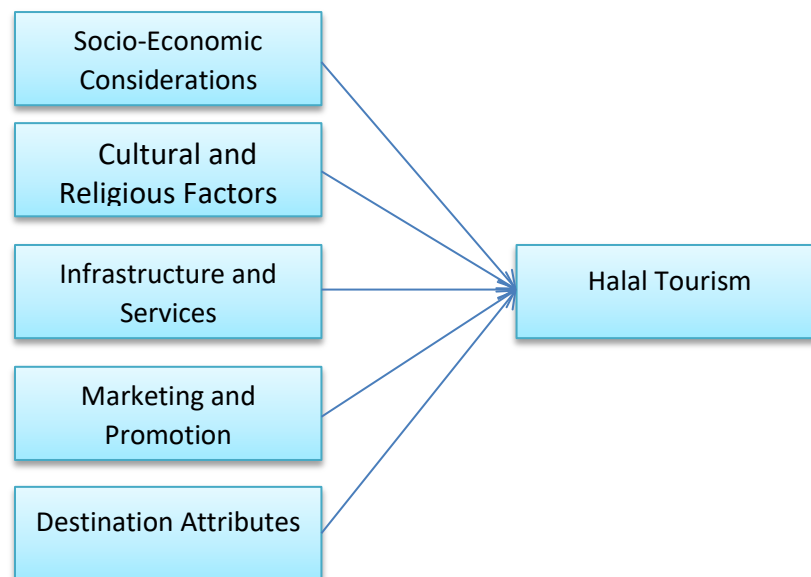
Cultural sensitivity and respect for Islamic traditions and practices are crucial in attracting Muslim travelers. Destinations that understand and cater to the specific needs of Muslim tourists create a welcoming and inclusive environment. Providing separate facilities for men and women, gender-segregated prayer spaces, and incorporating local cultural experiences that align with Islamic values

contribute to the attractiveness of a destination for halal tourism. Cultural and religious considerations should be integrated into destination planning and development processes.

### ***Socio-Economic Considerations:***

Socio-economic factors, such as income, education, and social status, play a significant role in halal tourism. Higher-income and more educated Muslim travelers are more likely to engage in halal tourism activities. Moreover, favorable economic policies, such as tax incentives or investment opportunities, can attract halal tourism investments and facilitate sector growth. Understanding the socio-economic considerations of Muslim travelers is crucial for destinations and tourism stakeholders to effectively target and serve this market segment.

The results of this review highlight the multifaceted nature of halal tourism antecedents. Destination attributes, marketing and promotion strategies, infrastructure and services, cultural and religious factors, and socio-economic considerations all interact to shape the growth and success of halal tourism. Destinations and tourism stakeholders should consider these factors in their planning, development, and marketing efforts to effectively tap into the growing halal tourism market.



**Figure 1.** *Conceptual Framework for halal tourism*

This literature review has provided an overview of the key antecedents of halal tourism. The findings indicate that destination attributes, marketing and promotion strategies, infrastructure and services, cultural and religious factors, and socio-economic considerations significantly influence the development and success of halal tourism. By addressing these factors, destinations and tourism stakeholders can create a halal-friendly environment that caters to the specific needs and preferences of Muslim travelers. The insights derived from this



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review contribute to the theoretical understanding of halal tourism and provide practical implications for destinations seeking to tap into this growing market.

## **CONCLUSION**

In conclusion, this study has provided a comprehensive review of the antecedents of halal tourism. By synthesizing and analyzing the existing literature, key findings and trends have emerged, shedding light on the factors that contribute to the growth and sustainability of halal tourism.

The review highlighted the importance of destination attributes, marketing and promotion strategies, infrastructure and services, cultural and religious factors, and socio-economic considerations in shaping the development of halal tourism. Destinations that offer halal-friendly facilities and services, effectively market their offerings to Muslim travelers, provide reliable infrastructure and services, respect cultural and religious practices, and consider socio-economic factors have a competitive advantage in attracting and satisfying the needs of this market segment.

The findings of this review have theoretical and practical implications for destinations and tourism stakeholders. The theoretical insights contribute to the understanding of the antecedents of halal tourism and provide a foundation for further research in this area. The practical implications offer guidance for destinations seeking to tap into the growing halal tourism market by providing recommendations on how to enhance their offerings and effectively target Muslim travelers.

It is important to note that this review is not without limitations. The inclusion of studies published in English may introduce language bias, and there may be relevant research published in other languages that was not considered. Additionally, the findings are based on the existing literature and may be subject to publication bias.

Further research is needed to validate and expand upon the findings of this review. Future studies could explore specific destination cases, conduct surveys and interviews with Muslim travelers, or employ quantitative methods to gain a deeper understanding of the factors influencing halal tourism. Such research would contribute to the development of more targeted strategies and initiatives to cater to the needs of Muslim travelers and further enhance the growth and sustainability of halal tourism.

In conclusion, understanding and addressing the antecedents of halal tourism are crucial for destinations and tourism stakeholders aiming to tap into this growing market. By creating halal-friendly environments, implementing effective marketing strategies, improving



infrastructure and services, respecting cultural and religious practices, and considering socio-economic factors, destinations can successfully attract and cater to Muslim travelers, contributing to the development and success of halal tourism.

### **Limitations:**

It is important to acknowledge the limitations of this review. Firstly, the inclusion of studies published in English may introduce language bias and exclude relevant research published in other languages. Secondly, the review process is subject to the availability and accessibility of the selected literature. While efforts were made to include a wide range of sources, some studies may have been inadvertently overlooked. Lastly, the findings of this review are based on the existing body of literature and may be subject to publication bias.

Despite these limitations, this review provides valuable insights into the antecedents of halal tourism and serves as a foundation for future research in this area. By systematically summarizing and analyzing the existing knowledge, this study contributes to the understanding of the factors that influence the development and success of halal tourism.

Further empirical research is needed to validate and expand upon the findings. Future studies could explore specific destination cases or conduct surveys and interviews with Muslim travelers to gain a deeper understanding of their preferences and experiences in halal tourism. Such research would contribute to the development of more targeted strategies and initiatives to cater to the needs of Muslim travelers and further enhance the growth and sustainability of halal tourism.

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