

Systematic Literature Review on Halal Label Studies of Halal Tourism

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Abstract – The halal tourism sector is developing in a positive direction every year. Muslim-friendly vacations are a subset of the halal market which has an essential influence on Islamic economic development. This study aims to determine the extent of research developments related to a systematic literature review of halal certification targets in halal tourism. This research reveals the development of halal label studies on halal tourism, the target of halal certification in halal tourism, and discussions on future research development. This qualitative research uses a systematic literature review method, adopting the PRISMA system to screen articles that become research material. From 23 halal label research articles on halal tourism indexed by the Scopus database, this study selects all articles and leaves 18 as the main research material. The findings of this study show the dominance of authors from Indonesia and the development trend of publication of halal label studies on tourism in 2022. The results showed that Muslim tourists, in determining tourist destinations, pay attention to the availability of halal attributes such as halal food and hotels. This study has implications for the position of the halal label in halal tourism, which is increasingly important and has become a reference for the development of the halal industry.

Keywords – Halal tourism, halal label, Scopus, systematic literature review.

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1. Introduction

According to Islamic law, halal means permissible and refers to any goods or actions permitted in Islamic teachings [1]. The halal industry includes all aspects in attempt to improve the population's welfare by processing raw materials into products in business, the manufacturing process, development, and marketing allowed by the Islamic law [2]. The halal industry experiences positive developments and shows significant growth on a yearly basis[3]. Not only Muslim-majority nations are experiencing the effects of the halal industry's growth, but Muslim minority nations are also becoming increasingly cognizant of halal certification [4]. Several related industries comprise the halal sector: halal media and recreation, halal food, Islamic finance, halal tourism, halal fashion, medical, and cosmetics [5].

The SGIE (State of Global Islamic Economy) report mentioned that Indonesia's halal industry ranks fourth in 2022, behind Malaysia, Saudi Arabia, and the UAE. The halal industry of the halal food sector is in second position below Malaysia, and the Islamic finance sector is in sixth position, the halal fashion sector is in third position, the halal medicine and cosmetics sector is in ninth position while the halal tourism, media, and recreation sector have not entered the top ten. These conditions present a wonderful potential to grow the halal industry, notably the halal tourist sector, which is in high demand.

Halal tourism is a substantial portion of global economic expenditures and an emerging trend in the tourism sector [6]. Halal tourism is a significant sector within the halal industry that exerts a substantial impact on the advancement of the Islamic economy [7]. The number of halal products and services is beginning to increase globally as halal tourism develops [8].

Unprepared human resources, in-depth understanding of halal tourism from stakeholders and communities, minimal community participation, lack of promotional program innovation, and inadequate facilities are still obstacles to halal tourism development [9], [10].

Halal tourism development strategies, such as regulations, accelerating halal certification, optimizing supporting facilities and infrastructure, collaborating with business actors and travel agents, and actively participating in promotion, can be formulated in response to these challenges [11].

Halal tourism is bolstered by the following management attributes: halal food and beverages, halal accommodations, halal transportation, halal logistics, Islamic finance, ablution areas and comfortable worship facilities, and courteous, amicable, and knowledgeable personnel [12]. Supporting attributes in halal tourism require halal certification to attract many Muslim tourists and a sense of trust that the halal tourism visit follows Islamic principles [13].

Certification as halal is not limited to a halal claim. Still, demonstrating that production materials, production processes, and the Halal Assurance System adhere to Islamic law necessitates the completion of several procedures [14]. Halal certificates have a validity period of four years and can be used as a condition for including halal labels on product packaging [15].

Based on these things, halal labels are necessary within the halal tourism sector to facilitate adherence to the Islamic law and appeal to tourists, particularly Muslim tourists. So, this study was conducted to have an insight into the extent of research developments related to a systematic literature review of halal certification targets in halal tourism. This research is anticipated to offer guidance for unexplored research avenues, thereby facilitating the expansion and advancement of the halal tourism industry.

2. Literature Review

Authors of study [16] critically evaluated and reviewed the halal field literature using halal-related bibliometric analysis through the Scopus database and found 946 related articles. By conducting this research, one can find authors in the halal field.

Study [17] analyzed and visualized research on halal tourism using bibliometric studies with Scopus, ProQuest, and Ebscohost databases from 1987 to 2019 and found 383 citations. Scholars and publications pertinent to the field of halal tourism were identified. With the expansion of halal tourism, the number of publications has grown [18], [19]. The development of this publication is due to researchers being interested in topics related to halal tourism [20].

A bibliometric study of halal tourism found in keyword analysis that the main themes were halal tourism, intention to visit, honesty, halal food, accommodation, halal knowledge, halal certification, and tourism websites [21].

The most halal tourism research is written by Indonesian authors [22]. The direction of halal tourism research is to encourage tourist loyalty and obtain halal tourism satisfaction [23].

Previous studies [26], [25], [24] evaluated the halal food supply chain and found that consumers want quality assurance and Islamic law compliance. In addition to halal food, halal cosmetics are growing. The benefits of halal products, which are starting to be widely felt by consumers, are also supported by the influence of halal economics and Islamic finance, which shows its capacity to mitigate the dangers of the economic crisis caused by the pandemic [27].

A literature review study Scopus database found 56 articles from 2010-2018, stating that the number of halal studies is increasing [28]. The study used a literature review of the halal industry focused on halal food and tourism [28]. Research papers on halal food experienced development in 2013 [29]. In addition to the number of publications, developments indicate that certification, awareness, food quality, management, marketing, and supply chain operations are all intrinsically linked to halal food [30]. Work [31] examined a literature review concerning the halal food chain and halal integrity. The reputation of the halal food industry has been negatively impacted due to the rise in instances of halal certification fraud and physical product contamination, according to the study. According to [32] the halal food supply chain is categorized into four dimensions: raw materials, production, services, and consumers. The development of halal food consumption does not only occur in Muslim-majority countries. Halal food acculturation in the United States shows the growth of halal food consumption by Muslims and non-Muslims in the United States [33].

Halal tourism is growing rapidly, accompanied by development, marketing, and services following Islamic principles [34]. This trend is supported not only by Muslim-majority nations but also by Muslim minority nations. According to [35] and [36], in order to accommodate tourists who adhere to Islamic principles, halal tourism management must provide the necessary infrastructure, services, and amenities. This includes providing halal cuisine and non-alcoholic beverages, halal hotels, and comfortable ablution areas at places of worship. The availability of these facilities can determine how satisfied tourists are with halal tourist attractions.

Halal labels have the greatest impact on the purchasing decisions of consumers for products and services [37], [39], [40], [48], [41].

In addition to the halal label, purchasing decisions are also influenced by religiosity and product quality. All influences related to research on consumer decisions on product purchases show positive results and have a significant influence.

A literature study listed four halal certification issues in Indonesia: infrastructural, technical, regulatory, and interrelational [42]. A study examined halal certification, highlighting the scope, composition, and direction of research carried out to be used as a direction for further research in the future [48]. A literature review study obtained annual publication trends, author contributions, number of citations, country contributions, trending scientific journals, author keywords, and historiography [44].

A literature review study found that Indonesia tries to highlight the hospitality of tourism to attract tourists [45]. According to [46], halal tourist growth steadily prioritizes halal food and beverages, followed by places of worship, recreational facilities for different genders, and Islamic atmosphere. The halal tourism focuses on the food sector, while hotel providers carry sharia labels and some do not but apply sharia basics [47]. With this condition, it can be said that the implementation of the policy has not been fully enforced because it is still in process.

A study reveals the readiness of halal tourism in the East Lombok area of Indonesia, which is equipped with accommodation with Islamic principles in its services [48]. However, the study states that no hotels are officially halal-certified [53]. Indonesian Bima City has the potential and preparedness to become a halal tourism destination with Sharia hotels, banks, and pawnshops, supported by a normal Muslim cultural tradition [49]. Bandung City is one of the halal tourism destinations in Indonesia; consequently, the majority of lodgings and attractions offer areas for worship, despite the fact that religious equipment is scarce and occasionally unkempt [50].

Halal certification is significant to the majority of travelers, who reserve meals at such establishments. West Sumatra, Indonesia, one of the halal destinations, needs a strategy to become a superior halal destination [51]. A study analyzed the growth and potential of Uzbekistan's halal tourism supported by historical buildings and visa-free travel. The study suggests Uzbekistan also improve transportation infrastructure, communications and access to halal tourist destinations [52].

The Korea Tourism Organization (KTO) has several culinary options to promote Muslim-friendly tourism in South Korea [53]. Halal Restaurant Week was observed in conjunction with the official South Korean tourism website, which provides information on halal-labeled foods, a mobile app for Muslim tourists to access halal restaurant information, directions, and worship schedules, and a barcode scanner. According to [54], each country's implementation of standards and regulations on halal food products varies. The certification of halal items remains beneficial to encourage Muslim travelers'

trust. Each nation produces high-quality halal goods to attract tourists. Halal tourism can boost state and local income.

Based on the aforementioned literature review, it can be deduced that the majority of research pertaining to halal tourism is conducted by scholars, both research using systematic literature reviews and bibliometrics. Meanwhile, several researchers have researched halal labels and halal certification in tourism using interviews, field observations, questionnaires, documentation, and secondary data. While studies examining the relationship between halal labels and halal tourism have been identified using the same methodology, no literature review on halal labels for halal tourism that addresses the purpose of halal certification in the field of halal tourism has been conducted. This literature review is expected to be a future study direction for researchers on halal labels on halal tourism.

3. Research Methodology

This study is classified as qualitative research and incorporates a structured and methodical literature review. A systematic literature review is a research methodology that aims to systematically gather and assess research that is pertinent to a specific subject matter [55]. The Systematic Literature Review (SLR) research identifies, evaluates, interprets, and examines all pertinent research findings associated with phenomena, questions, or subjects of interest or concern [56]. This study utilized PRISMA aids in the selection of samples, supports the acceptance or rejection of studies, and aids researchers in the compilation of high-quality meta-analyses and systematic reviews [57]. All research articles are analyzed through a series of rigorous and accurate procedures. The entire database in the study is a direct download from Scopus so that the article's authenticity is maintained. Automatically, only English articles are reviewed. All articles are considered and completed according to the topic analyzed. The Scopus database is the most complete database presenting quality articles according to academics [58].

In order to search for relevant literature, researchers utilized the Scopus database and used the keywords "halal label" or "halal logo" on tourism in the search box. They found 23 articles related to the keyword accessed on March 10, 2023. In the filter feature, researchers did not limit the period related to research on "halal labels" or "halal logos" on tourism from 2011 to 2022.

Downloading is done by taking abstracts from each article. Of the 23 articles, a screening process was carried out by analyzing the appropriate topics related to halal labels on tourism; 2 articles did not follow the topic, and the remaining 21 articles were

excluded from the screening process. Of the 21 articles, the final results showed the remaining 18 articles to be analyzed systematically by removing

three. They failed to download them due to lack of author's permission.

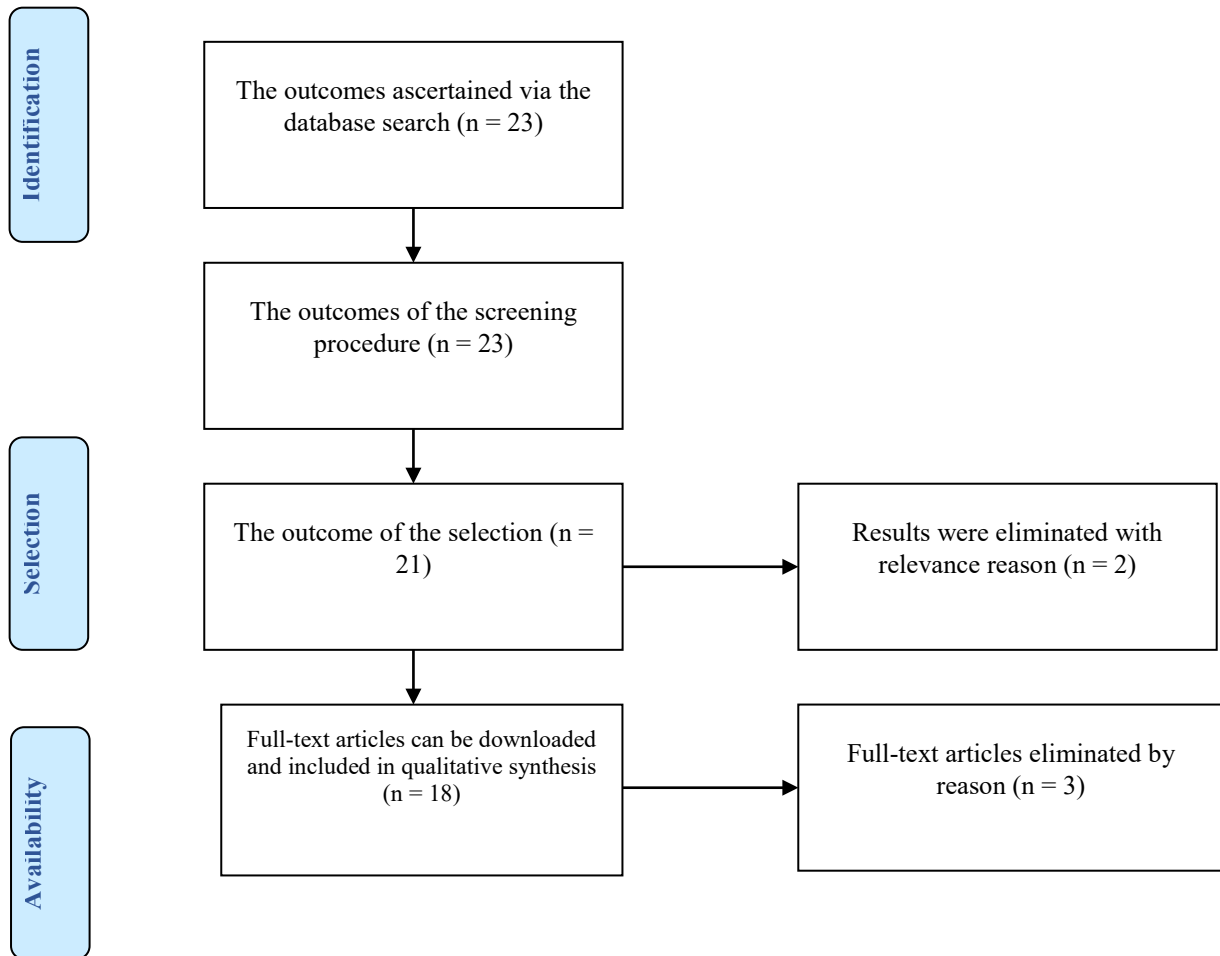


Figure 1. Screening mechanism using PRISMA

4. Results and Discussion

In presenting the results and discussions, this systematic literature review study is divided into four sub-sections: trends in the development of the number of publications, distribution of publications by country, synthesis analysis, and further research discussions and opportunities.

4.1. Development of Tourism Halal Label Publication Based on Publication Year

Figure 2 presents a graphical representation of the progression of publications on halal label studies on halal tourism from year to year. Research on halal labels on halal tourism shows an increase in publications in 2018-2020, with four published articles yearly. In 2021 and 2022, there was a decrease in the number of publications of 3 articles.

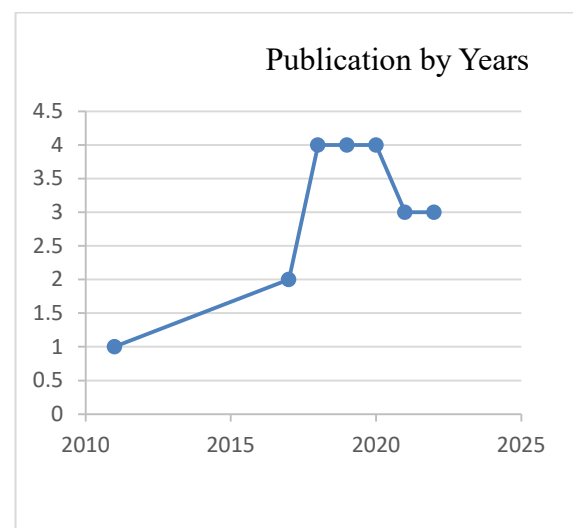


Figure 2. Yearly publication of halal labels on halal tourism

Image Source: Processed by author

4.2. Publications by Country

Table 1 displays the author's countries of origin as the basis for publishing publications with halal labels on halal tourism. Indonesia is the most dominant country to publish halal label study publications on halal tourism, with a total of 9 articles and a percentage of 30%. Malaysia followed in the next position with seven published articles with a percentage of 23%. Middle Eastern countries, known as Muslim population bases, such as Turkey, still do not publish halal label studies on halal tourism. The Middle East region, Brunei Darussalam, which is known for its majority Muslim population, also minimally publishes halal labels on halal tourism.

Table 1. Publication of halal labels of halal tourism by country

Country	Total Publication	Percentage %
Indonesian	9	30%
Malaysia	7	23%
Turkey	2	7%
Other Countries	1	3%

4.3. Synthesis Analysis

The synthesis analysis in this study divides the study into two, namely, the synthesis of quantitative studies and qualitative studies. It is hoped that this division will make it easier for researchers to identify critical points in formulating future research ideas regarding halal labels in halal tourism.

4.3.1. Quantitative Studies

From 18 articles that have been analyzed, Table 5 shows five halal label studies on halal tourism that used quantitative methods in their studies. Each study uses PLS-SEM, SEM-PLS, mixed methods, Pearson chi-square test, and principal component analysis (PCA). In addition to the methods used in the study, several theoretical frameworks were used to study halal labels on halal tourism. Customer behaviour theory is widely used by empirical quantitative studies on the topic of halal labels in halal tourism. This theory is used by studies that discuss traveler behavior, visitor intent, customer decisions, and traveler satisfaction. The halal tourism theory and technology acceptance model (TAM) found only one study on halal labels on halal tourism.

Table 3. Variable mapping of halal tourism label studies I

Visitor Behavior Variables	Source
<ul style="list-style-type: none"> • Tourist Destinations • Behavioral Intent • Traveller Satisfaction • Customer Decision 	[58], [59], [60], [61]
Halal Tourism Management Variables	Source
<ul style="list-style-type: none"> • Has Halal Certification • Knowledge of Halal Tourism • Knowledge of Market Segments • Number of Business Branches • Halal Certification Halal Culinary • Attributes of Islam • Understanding the Concept of Halal Hospitality in Tourism • Accommodation Providers • Attribute Promotion • Incorporating Halal Content in Tourism Services and Facilities 	[58], [59], [60], [61], [62], [63]
Other variables	Source
<ul style="list-style-type: none"> • Age of Travelers • Emotional Experience • Cost of the Certification Process • Intention to Apply for Halal Certification • Muslim Travelers is a Good Target Market • Improving Food Operator Business Performance 	[68], [59], [60], [61], [62], [63]

The choice of tourist destinations can be influenced by age, where older people pay attention to the availability of Islamic attributes in tourism, in contrast to young people who pay less attention to the existence of halal products and facilities in tourist places [64]. This data shows that halal hospitality in Islamic attributes in halal tourism is considered for a Muslim tourist to determine his tourist destination [67].

The implementation of halal tourism management strategies can be facilitated through the provision of halal hotels and restaurants serving halal cuisine.

Halal hotels must avoid haram and promote halal activities, accompanied by adequate halal attributes such as Islamic funding, cleanliness of places of worship, and halal entertainment such as *nasyid* and family karaoke without alcohol. The manager is responsible for determining how to manage halal hotels following Islamic business ethics by prioritizing religious obligations to maintain Islam and religiosity, even though sometimes it has limited customers who follow Islam.

Accommodation providers can use online marketing for website, Facebook, and blog promotions. Promotions may emphasize the availability of halal attributes in order to attract Muslim visitors [67].

4.3.2. Qualitative Studies

The qualitative study method is still predominantly used in studying halal labels in halal tourism. Of the 18 analyzed, Table 4 shows 13 studies used qualitative methods. Qualitative methods are chosen for studies whose study themes are related to description, such as descriptions of halal tourism, halal certification, and attributes of halal tourism. Sources of qualitative study data include literature, interviews, and observations that examine the halal concept as it pertains to sharia hotels and halal cuisine.

Table 4. Impact and evaluation of halal tourism attribute certification in Halal Food

Attributes of Halal Tourism Certification	Impact Side of Halal Certification	Source
Halal Food	<ul style="list-style-type: none"> • Food Quality Assurance • Market Segments • Customer Intention to Revisit • Supporting Community Economic Growth • Muslim Traveller Trust • Halal Branding on Halal Food • Dining Selection 	[64], [65]
	Evaluation of Halal Certification in Tourism	Source
	<ul style="list-style-type: none"> • Halal Standard Setting • Halal Restaurant Brand Image Enhancement • Search for Halal Information related to Halal Food • Maximizing the Provision of Halal Culinary with Halal Culinary Training 	[64], [66], [67], [68]

Muslim visitors will visit halal tourism destinations if there are tourist-friendly facilities available to them. Muslim-friendly facilities include halal services, halal products, and eating places that provide halal food, which are important attributes for Muslim tourists [65] this is a halal branding effort carried out by halal tourism managers [69].

Halal food in halal tourism must be supported by halal certification or a halal logo listed because halal certification will foster a sense of trust in Muslim tourists related to halal food [70] and this can increase the intention to visit again for tourists [66]. For Muslim minority countries, providing halal food is a prelude to the services provided to Muslim tourists. Halal food can be promoted using an integrated system, proving that the food produced has guaranteed quality to attract the market segment, namely Muslim tourists [64]. Tourism actors and stakeholders—small, medium, and large businesses—should support halal tourism to boost local economies [66].

Halal tourism for Muslim tourists needs to pay attention to several things related to halal, so complete and appropriate information is needed before traveling, including information about halal food [67]. The availability of halal meals can boost halal eateries' brand image. It will boost Muslim tourism [66]. The brand image of halal restaurants needs to pay attention to halal standards, service quality, health awareness, and religiosity [64]. Thus, it can increase the competitiveness of halal products by providing halal culinary training to traders around tourist attractions [68].

Table 5. Impact and evaluation of halal tourism attribute certification in Islamic Hotel (Islamic Accommodation)

Attributes of Halal Tourism Certification	Impact Side of Halal Certification	Source
Islamic Hotel (Islamic Accommodation)	<ul style="list-style-type: none"> • Relatively Small Profit • Hotel Facilities • Halal Service • Economic Contribution to the Tourism Sector • Residential Selection 	[65], [66], [71], [72], [73]
	Evaluation of Halal Certification in Tourism	Source
	<ul style="list-style-type: none"> • Branding Halal • Innovation • Halal Hotel Standards • Benefits of Halal Certification • Halal Non-compliance by Hotel Management 	[69], [70], [71], [72]

On their travelling trips, Muslim tourists pay attention to halal hotel facilities that meet Islamic principles [65]. Halal hotel amenities and services provided to Muslim travelers encompass not only halal cuisine but also hotel operations that adhere to the tenets of Islam, provide transportation, and other service facilities [72], [66]. Halal hotels stick to Islamic values despite economic consequences that show that the profits obtained from the management of halal hotels are relatively low [71]. It can be said that the halal hotel market is relatively narrower than conventional hotels. However, the fact is that halal hospitality has contributed to economic growth in the halal tourism sector [73].

Hotels that uphold halal principles can set halal standards [72] and strengthen halal branding to compete with other hotels to attract market share by adopting Middle Eastern cultural and physical attributes that have good, clean, healthy, and safe hotel standards [71]. In order to attract tourists, hotels will gain additional competitive advantages by providing sanitary lodging and halal cuisine [73] as evidenced by halal certification [74]. For hotels that do not have halal certification, it is found that most managers do not know and understand the importance of halal certification [73].

4.4. Further Research Discussions and Opportunities

Halal attributes in halal tourism are an important consideration for Muslim tourists. The availability of halal attributes is a satisfaction and a good experience for Muslim tourists. Travelers will explore diverse tourist destinations in different areas and countries to enhance their travel experience. This phenomenon shows that the experience felt by each tourist will be different due to differences in nationality and culture. This difference will determine tourist attitudes and behavior [75]. Tourists' behavior will vary from tourist to tourist; some behave positively or negatively. Some factors trigger differences in tourist behavior, namely tourist behavior caused by social media. This situation can have negative consequences if it is inappropriate to choose, receive, and convey information. So that prevention strategies are needed, that must be carried out by destination management stakeholders; prevention can be done with behavioral intervention strategies through education, encouragement campaigns, and social marketing to tourists before

visits through social media about the consequences of their actions if they commit violations, with this tourists have a more responsible attitude. They can behave more honorably [76].

Muslim tourists exhibit a particular interest in halal cuisine while touring halal tourist destinations [77]. Muslim tourists believe that halal food that has been certified will be guaranteed quality, safety, and cleanliness. Novelty and taste are also motivations for tourists to taste halal food; consuming halal food can be a positive emotional experience Muslim tourists feel, which will later become good memories [78]. Labeling must be done because of the increasing awareness of halal, a lifestyle for the Muslim community [80].

Sharia hotels have experienced a significant increase in the number of hotels and services and hotel management following the concept of Sharia. In addition to ensuring the availability of facilities and infrastructure, Sharia hotels must also effectively manage their funding and finances following Sharia rules. Sharia-compliant hotel financing necessitates obtaining funds from Islamic finance institutions. In order to ensure that Islamic hotel operations are free from practices like usury, gharar, and maysir, capital funds must be sourced exclusively from Sharia-compliant financial institutions [82]. If a Sharia-compliant hotel obtains a loan from conventional finance, it indicates that the hotel is not fully adhering to the principles of Islam [1], [83].

Sharia hotels can have non-halal funds sourced from guests who are believed to be mahram but later found to be non-husband and wife and interest from conventional banks; these funds must be separated in the financial management of Islamic hotels. Non-halal funds can be used for public interests, such as repairing public facilities instead of building places of worship [84].

Sharia hotel development must consider employee attitudes because they are one of numerous variables that help hotel management succeed. Islamic work ethics for Sharia hotel personnel include responsibility, hard work, professionalism, teamwork, and discipline at work, such as arriving on time, dressing according to corporate standards, and serving clients well and politely. All employees must follow some of these regulations because they are in the employment agreement with the company.

If they breach them, they will receive a violation warning letter to avoid repeating the same mistakes. Sharia hotel managers inspire staff to attain Islamic Sharia aims in all tasks [85].

5. Conclusion

According to this study, research on halal labels in halal tourism was identified in Scopus in 2011 and showed a growing tendency, particularly from 2018 to 2020. However, in 2022, there was a decline in the number of published studies. In addition, publications related to halal labels on halal tourism are dominated by authors from Indonesia. The results revealed that Muslim tourists, in determining tourist destinations, need to pay attention to the presence of halal features, such as halal food and sharia-compliant hotels, is being considered. In the management of halal attributes, the presence of a halal certification might enhance the trust and assurance of Muslim travelers. Certified halal food will be guaranteed quality, safety, and cleanliness and become a positive brand image for halal tourism, increasing the intention to visit halal tourism again. Meanwhile, Sharia hotels provide halal facilities and services based on Sharia principles. Islamic hotels have economic consequences that show lower profits compared to conventional hotels. The food industry sector, especially halal food, requires the creation of novel solutions to facilitate adherence to Islamic law for Muslim consumers. Development can be done with modern labeling using QR codes in which all product detail information is listed and can be accessed by consumers. Meanwhile, Sharia hotels in development require intervention from Sharia financial institutions to provide loan funds so that the management of Sharia hotels remains following Sharia principles. For halal tourism, visitors need to pay attention to behavior resulting from the role of social media. It can have a negative effect if choosing, receiving, and conveying information is inappropriate. Thus, it is necessary to carry out prevention strategies that must be carried out by destination management stakeholders assisted by the government and the community, with behavioral intervention strategies through education before visiting tourist attractions.

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