Halal Tourism Research

Muhammad Fadhila Yudhanata[1], Wahyudhi Sutrisno[2], Roaida Yanti[3], Qurtubi[4],*
[1,2,3,4]Department of Industrial Engineering, Universitas Islam Indonesia, Yogyakarta, Indonesia
*qurtubi@uii.ac.id

Abstract

This article discusses research on halal tourism as a preliminary study with the aim of providing additional references to the understanding of research that has been done in the field of halal tourism. Method that used in this research is systemic literature review. On the planning stage, the formulation on the review's research question is made to lead the process of literatures searching. Next on the conducting stage, identification of relevant literatures is carried out. In this stage, 32 articles are identified and can be referred. Reporting stage covers the activity of writing up the paper, reviewing, classification, result and discussion and eventually withdrawing the conclusion. Based on the results and discussion taken it can be concluded that halal tourism research can be grouped into four classifications namely halal essence studies in the field of halal tourism, the relationship of halal culinary and halal tourism, the development of halal tourism, and halal tourism strategies. The most researched topic is about the study of halal essence in halal tourism. This literature review is expected to support other researchers in performing future researches. Suggestion for next research, among others, is research challenges based on issues classification as described in this article.

Keywords
Halal Culinary, Halal Industry, Halal Marketing, Halal Tourism, Islamic Tourism

1. Introduction
Halal Tourism is an understanding that is inseparable from the word tourism and halal. Referred tourism is a tourism product regarding a person's journey from and or to a place with a particular purpose both for recreation, worship, study, and so forth. While halal refers to everything that is permitted / permitted according to the Islamic Shari'a contained in the Qur'an (Muslim holy book) and Sunnah (is the teachings and guidelines of the Prophet Muhammad). So Halal Tourism is all tourism activities that run according to the Islamic Shari'ah.

2. Literature Review
There has not been much review of the research literature in the field of halal tourism, the existing research being carried out by Din (1989), (Samori, Salleh, & Khalid, 2016), (Rahmiati, Othman, & Sunanti, 2018). From studies such as research conducted by Rahmiati, Othman, & Sunanti (2018), the research included new research and only focused on recommendations given for future studies in a location. Then the research can create halal tourism in a competitive manner in attracting tourists to visit a place for halal tourism needs. Therefore, this literature review is expected to provide additional insight into halal tourism research.

3. Methods
The method used in this study is the systematic literature review. The review was carried out by exploring 32 papers containing the word halal tourism, Islamic tourism and Muslim tourism on the title of the paper, then categorizing it through the objectives of the study, looking at the content and results of the research, then drawing conclusions.

4. Results and Discussion
From the results of the literature review, discussions on halal tourism are grouped into halal essence studies in halal tourism, the relationship of halal culinary and halal tourism, halal tourism, and halal tourism strategies.

4.1 Halal Essence Study in Halal Tourism
In the context of running halal tourism, understanding what is needed is needed. The word Halal that is inherent in Islam has experienced a constraint to expand halal tourism because of the presence of minorities from the perspective

of a country that has few Muslim citizens. (Jafari & Scott, 2014). Many values and beliefs of a group for tourism interests related to religion such as those related to the soul and spirit. Tourism concerning religion requires important points of uniqueness and friendliness of religion to unite ethnic, social, and cultural differences created by tourists (Stephenson, Russell, & Edgar, 2010). There are several terms in the essence of Halal in Halal tourism such as Muslim tourists traveling to countries that are included in the Organization of Islamic Cooperation (OIC). Understand what Muslim tourists want, the marginalization of Muslim tourists, the growth of the Muslim population globally with changing lifestyles, tourist behavior when traveling Islam, Muslim tourists and women, hospitality facilities that are Islamic certified (Khan & Callanan, 2016).

Tourism conditions become Halal words are very relative where each country has different essence can be influenced by local government policies (ElMeshad, 2012). Sharia Tourism has been known as an Indonesian tourist destination that has been developed by the government, precisely Lombok Island, NTB is the center of Islamic tourism in Indonesia with 1000 mosques (Delaney, 2016). According to Jafari and Scoot in 2014 Islamic tourism is generally known as a combination of holidays with religious tourism. Islamic tourism is considered an alternative to tourism which can be expanded in marketing. Another essence of Halal is the need to change the Muslim tourism marketing system among countries in OIC and non-OIC so that Muslim tourism spreads globally (Standard D., 2012).

In general, Muslim participation and place are supported by Halal tourism destinations, namely service facility offerings in the form of Halal food and beverage dishes in every resort, entertainment related to Muslim heritage, comfortable worship facilities, and entertainment venues that require a boundary between male and female areas. men and women (Khan & Callanan, 2016).

Halal tourism is very closely related to Halal cuisine so Muslims need a Halal certificate that can protect Muslim consumers from non-Halal food. In Indonesia there are halal certification organizations namely the Indonesian Ulama Council (MUI). MUI was established on July 26, 1975 as an unofficial state organization and became official after the New Order era was adopted by the government of President Soeharto (Lindsey, 2012). In its implementation, MUI has benefited from the halal certification issued and as well as support from the relevant government. Food producers are required to fulfill the registration form as supporting documents. LPPOM MUI checks and tests directly from the food and the results will go through a Fatwa Commission audit process. And the Fatwa Commission can issue the results of its tests to give a decision from the MUI whether the Halal certificate of a food can be circulated or rejected based on food that has been tested.

Based on Indonesia Halal Warch (IHW), only 48 out of 3081 residents in Indonesia have been identified as having Halal certificates (Suryana & Ramadhan, 2017) because many seasons in Indonesia regard the Indonesian state as a Muslim majority country, all Halal food and less concern for certification issues. Although it has a small number, in fact the development of the MUI in HTI is clearly used in Lombok, West Nusa Tenggara because it has a Halal tourism program. DSN MUI plays a role in this regulation to evaluate and provide certification for hotels, culinary providers, SPA, saunas, massage centers, travel agencies and tourguide. The Government of Lombok, NTB also approved and supported this program as evidenced by the availability of partial funds for Halal restaurant certification. Including the development of Halal certification in Islamic banks and insurance has been developed by MUI in Indonesia.

4.2 Halal Tourism and Culinary Relations Graphical Results

Tourism is an interesting activity that is often carried out by individuals or groups to obtain satisfaction and can be said to be a hobby. A Muslim also has a special tradition of worship related to tourism, namely Hajj and Umrah. Conducting tourism activities in Muslims is encouraged to fulfill several other goals such as holidays, socialization, increasing welfare, seeking knowledge and learning and appreciating the beauty of God's creation (Oktadiana, Pearce, & Chond, 2016). Halal can be attributed to the encouragement of Muslims who do tourism. In Muslims, there are certain obligations that must be followed when carrying out daily activities including tourism, and are known for their strict categorization between Haram and Halal. Haram and Halal can categorize food, so it becomes an important aspect for Muslims in conducting tourism because in carrying out tourism activities, tourists will be directly related to culinary. Until the food needed is halal culinary (Yousafa & Xiuchenga, 2018).

Japan is one of the countries that develops its tourism industry with a culinary culture. Halal has become a subject of much discussion in Japan due to the increasing number of Muslims visiting Japan for tourism in 2013. Until Japan has a special website to market everything from halal-based tourism, namely JNTO. JNTO can provide halal tourism information recommended for Muslims such as halal cuisine, halal food culture, halal food restaurants and general halal services. The information provided by the JNTO website has Halal certification from the Japanese government and the owner of the culinary business offered on the JNTO Website, namely a Muslim. Besides Japan, Thailand (TAT), South Korea (KTO), and China (CNTO) also have a special website in marketing Halal tourism services. However, it is emphasized on food information because the average tourist visitor is more interested in tasting local

cuisine and restaurants (Baker, Murrmann, & Green, 2013), so that if a travel agency provides Halal culinary can support Halal tourism. Other features provided by the website are food menu classification on JNTO and KTO, Halal restaurant recommendation guide on KTO, communication guide if you want something Halal at KTO, availability of Halal supporting cards at hotels in JNTO, testimonials from Muslim entrants who recommend Halal places, and promotion of Halal tourism trips available in the country (Zamani-Farahini & Henderson, 2010). In addition to providing Halal tourism information, applications that can be accessed in the mobile phone application provide Halal-based research, consultation, training and conferences.

In increasing Halal tourism, it needs to be supported by the formulation of standard work methods in promoting culinary and Halal tourism (Horng & Tsai, 2010). There are requirements that are standardized in the preparation of the framework, one of which is information about official halal certification and assessment from the local government, one example being JAKIM in Malaysia and MUIS in Singapore. This is because Muslims who do tourism to countries that have a Muslim minority have difficulty finding reliable Halal culinary (Standard, 2011). Halal industries that are developed and promoted must also be certified as formal restaurants, hotels, places of worship, souvenirs, and airlines (Henderson, 2016).

In addition to certification, other things that need to be considered in the framework, namely the organizer, in addition to understanding Halal cuisine, must also understand Islamic scholarship specifically to do tourism because Muslim tourists can find additional information about the country from an Islamic perspective obtained from the organizers. . If marketing with a media website, the information provided can be integrated between the availability of halal culinary and the priority of Muslim tourism. Governments from these countries need to support tourism marketing strategies and Halal culinary strategies by providing a level of Halal services at the airport (Battour & Ismail, 2016). Airports that are supported by Muslim facilities such as special places of worship for Muslims and places to eat are an achievement that the government must do in marketing tourism and Halal cuisine.

4.3 The Development of Halal Tourism

At present, halal tourism is a tourist destination with its special attraction for Muslim and non-Muslim tourists in countries all over the world. One of the studies that discussed the development of halal tourism was carried out by (Samori, Salleh, & Khalid, 2016) about the development of halal tourism in various Asian countries such as Malaysia and Japan which had started Islamic-based halal tourism. The results show a comparison of cases of halal tourism in Malaysia and Japan, where Malaysia has advanced this field by providing and increasing the needs of Muslim tourists. While in other countries such as Japan, it has opened up opportunities for the halal tourism market so that to attract a growing segment of Muslim tourists it is necessary to fulfill the needs of more intensive Muslim tourists. It can be concluded also that this study contains the development of the concept of halal tourism, where the first concept opens the market to take the opportunity of Muslim tourists who travel Islamic-based to the world. Then the second concept is to fulfill all the needs of Muslim tourists in halal tourism. According to (Jaelani, 2017) Indonesia as a country that has the potential of halal tourism in advancing economic growth. However, the development of halal tourism in Indonesia still requires discussion of the provision of needs such as tourist attractions, hotels, and marketing.

In other parts of New Zealand according to (Razzaq, Hall, & Prayag, 2016) precisely research on accommodation provider websites in Auckland and Rotorua. The study found that only three sites out of 367 websites specifically mentioned "halal" and identified aspects that were contrary to halal rules in halal tourism. Other research according to (Mudofir, Susilo, Diharto, Muafi, & Badawi, 2018), regarding the development of halal tourism synergized with ecotourism. So it is very important to develop halal tourist destinations by conducting business collaboration between institutions and maintaining mutual trust. The Iranian government established the Halal National & Regional Research Center as a division to issue halal certification in the halal tourism sector. This is a positive response from the opportunity to benefit economically regarding the potential of Mashdad in the halal tourism sector. Thus, the government and all agencies involved can increase infrastructure to attract tourists (Shirazi, 2017). In other countries such as Ethiopia as a country that has a history of the first Hijra land it has developed halal tourism well (Ahmed & Akbaba, 2018).

Further research on analytical tools to find out how to develop the concept of halal tourism in Aceh through a SWOT analysis (Alfanda & Suhartanti, 2018), explains that attractiveness, halal tourism accommodation, food and beverage supply business, SPA; sauna; and massage, halal tourism agents, travel guides, and accessibility in Aceh are the determining factors in choosing tourist attractions by Muslim tourists. The results also state that Aceh is ready to become a halal tourist destination in terms of tourism objects. However, the drawback is that no hotel has a "halal" certificate in Aceh. This can be an insight for the development of research on halal certification for hotels. In addition, according to (Gilani & Monsef, 2017) the SWOT model is used to find out strategic solutions based on strengths and opportunities in the form of attack strategies to develop halal tourism.

4.4 Halal Tourism Strategy

According to (Liu, Li, Yen, & Sher, 2018) the increase in demand for Islamic tourism services is influenced by the quantity increase in the followers of Islam and a positive increase in tourism trends globally. This increase certainly must be supported by meeting market needs, according to (Oktadiana, Pearce, & Chon, Muslim travelers' needs: What don't we know ?, 2016) these needs can be identified based on aspects of cultural norms, verbal and non-verbal . It is like this in the federation of the United Arab Emirates which has held an event in the fasting month by facilitating Muslim travelers who want to make a pilgrimage (Mujtaba, 2016). Unlike the case with the Arab Spring uprising, the strategy used by the media (by marketers) to restore positive images according to (Avraham, 2015) is to analyze marketing initiatives, media policies, communication techniques, and components of advertising campaigns. By combining theoretical and practical foundations, and conducting simulations of "step simulation models" to change the image of a place. This can be achieved by collecting advertising data, press interviews, and related tourism news websites from message sources and audiences to then analyze content qualitatively. The concept is in line with the opinion (Kulendran & Dwyer, 2009) showing that investment in promotional and marketing objectives has a direct positive effect on bound tourism. So that basically "Place Marketing" and "Place Promotion" are leading knowledge fields used by marketers to shape tourism, especially the halal tourism sector that is being discussed.

MICE is a convention tour that provides meeting services, incentive trips and exhibitions by providing services for meeting a group of people both on a large and small scale starting from transportation, accommodation and places to conduct activities. Research on the MICE halal tourism business in Chiang Mai (Uansa-ard, 2018) states that the effectiveness and halal power of halal tourism businesses can be achieved through collaboration and collaboration for those involved in halal tourism business and increasing standards of Islamic religion-based facilities to support the needs of Muslim tourists from within and outside ASEAN. Table 1 shown opportunities and issue classification halal tourism research.

Table 1. Opportunities and issue classification halal tourism research

Issue Classification	Topic	Authors
Halal essence study in halal tourism	• Halal tourism is inclusive • Muslim participation and place for halal tourism destinations • Halal certificate for the protection of Muslim consumers	(Jafari & Scott, 2014); (Stephenson, Russell, & Edgar, 2010); (Khan & Callanan, 2016); (ElMeshad, 2012); (Delaney, 2016); (Standard D. , 2012); (Lindsey, 2012); (Suryana & Ramadhan, 2017)
Relationship between halal culinary and halal tourism	• Halal cuisine supports halal tourism • Framework	(Oktadiana, Pearce, & Chond, 2016); (Yousafa & Xiuchenga, 2018); (Baker, Murrmann, & Green, 2013); (Zamani-Farahini & Henderson, 2010); (Horng & Tsai, 2010); (Standard D. , 2011); (Henderson, 2016); (Battour & Ismail, 2016)
The development of halal tourism	• Development of concepts • Comparison of halal tourism in various countries • Analysis tools	(Samori, Salleh, & Khalid, 2016); (Jaelani, 2017); (Razzaq, Hall, & Prayag, 2016); (Mudofir, Susilo, Diharto, Muafi, & Badawi, 2018); (Shirazi, 2017); (Ahmed & Akbaba, 2018); (Alfanda & Suhartanti, 2018); (Gilani & Monsef, 2017)
Halal tourism strategy	• Identify the needs of Muslim tourists • Media strategy • Marketing and branding tourism	(Liu, Li, Yen, & Sher, 2018); (Oktadiana, Pearce, & Chon, 2016); (Mujtaba, 2016); (Avraham, 2015); (Kulendran & Dwyer, 2009); (Uansa-ard, 2018)

Issue Classification	Topic	Authors
	• Increased effectiveness of MICE Halal • Improved facilities standards	

5. Conclusion

Based on the results and discussion it can be concluded that research on halal tourism can be grouped into 4 classifications, namely the study of halal essence in halal tourism, the relationship of halal culinary and halal tourism, halal tourism development, and halal tourism strategies. The most discussed topics are about the study of halal essence in halal tourism. This literature review is expected to help researchers conduct future research. Among the things that can be done for the next study is the challenge of research based on issue classification in this article.

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